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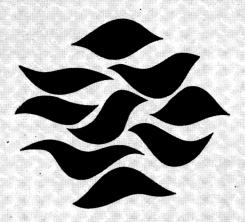
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Please	send	me	a	CODY	of	CANC	ER:	DI	AGNO	osis	AND
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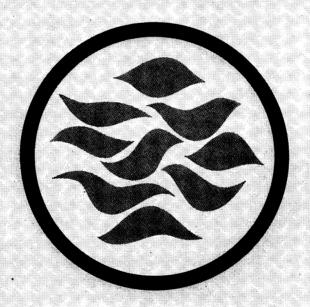
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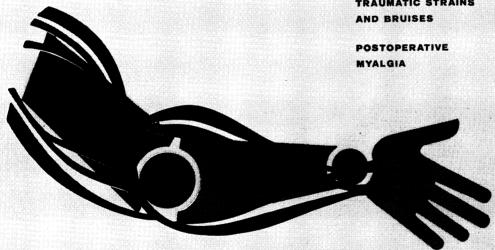
LOW BACK PAIN

DISC SYNDROME

SPRAINED BACK

"TIGHT NECK"

TRAUMATIC STRAINS



- Exhibits unusual analgesic properties, different from those
- of any other drug Specific and superior in relief of SOMAtic pain
- Modifies central perception of pain without abolishing natural
- Relaxes abnormal tension of skeletal muscle defense reflexes



- More specific than salicylates
 Less drastic than steroids
- More effective than muscle relaxants

soma has an unique analgesic action. It apparently modifies central pain perception without abolishing peripheral pain reflexes. Soma is particularly effective in relieving joint pain. Patients say that they feel better and sleep better with Soma than with any previously used analgesic, sedative or relaxant drug.

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ACTS FAST. Pain-relieving and relaxant effects start in 30 minutes and last 6 hours.

NOTABLY SAFE. Toxicity of SOMA is extremely low. No effects on liver, endocrine system, blood pressure, blood picture or urine have been reported. Some patients may become sleepy on high dosage.

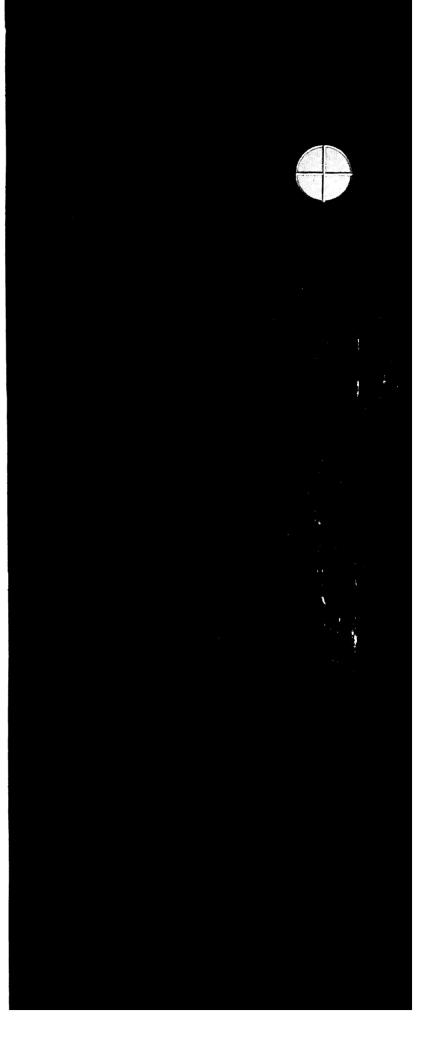
EASY TO USE. Usual adult dose is one 350 mg. tablet 3 times daily and at bedtime.

SUPPLIED: Bottles of 50 white sugar-coated 350 mg. tablets. Literature and samples on request.



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Highly soluble in acid and alkaline media... rapidly absorbed, producing fast, effective plasma-tissue concentrations sustained for the entire day. Simple, single 0.5 Gm. daily dose minimizes patient dosage confusion. At least equivalent to 4 to 6 Gms. daily of previous sulfonamides. Does not produce renal complications.¹

with low incidence of sensitivity reactions...

KYNEX is extremely low in toxic potential.^{2, 3} Cutaneous or other objective sensitivity reactions are rare, as demonstrated in a large scale evaluation of clinical toxicity.² Also minor subjective reactions are less likely to develop when the recommended dosage is used.²

Dosage: Adults, 0.5 Gm. (1 tablet) daily following an initial first-day dose of 1 Gm. (2 tablets).

TABLETS, 0.5 Gm., Bottles of 24 and 100.

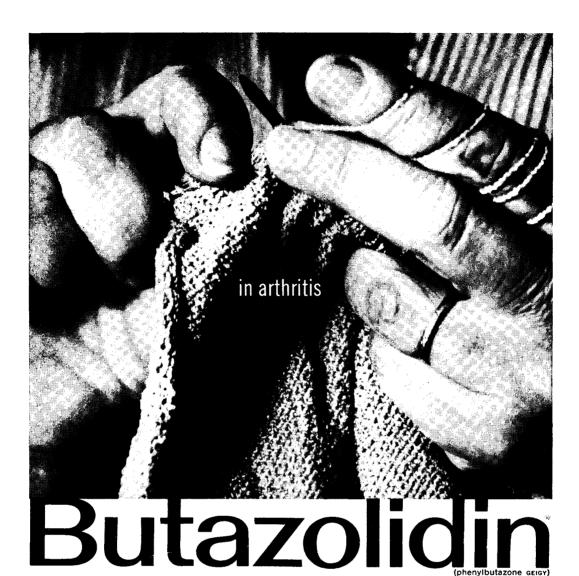
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- 1. Editorial, New England J. Med. 258:48, 1958.
- 2. Vinnicombe, J.: Antibiotic Med & Clin. Ther. 5:474, 1958.
- 3. Sheth, U. K., et al.: Ibid., p. 604, 1958.

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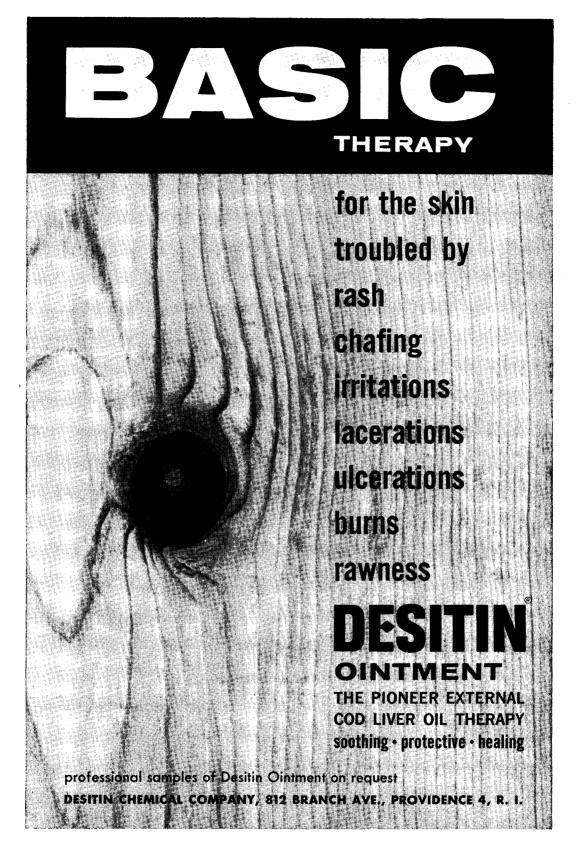
Gouty Arthritis: "...95 per cent of patients experienced a satisfactory response ..."1

Rheumatoid Arthritis: In "A total of

with 21.8 per cent showing minor improvement...."2 Osteoarthritis: 301 cases showed "...a total of 44.5 per cent with complete remission or major improvement. Of the remainder, 28.2 per cent showed minor improvement...."2 Spondylitis: All patients mobility, and early resolution of "...experienced initial major improvement that was maintained throughout the period of medication."3 Painful Shoulder Syndrome: Response of 70 patients with various forms showed "...8.6 per cent complete remissions, 215 cases... over half, 50.7 per cent 47.1 per cent major improvement, 20.0 showed at least major improvement, per cent minor improvement...."2

References: 1. Graham, W.: Canad. M. A. J. 79:634 (Oct. 15) 1958. 2. Robins, H. M.; Lockie, L. M.; Norcross, B.; Latona, S., and Riordan, D. J.: Am. Pract. Digest Treat. 8:1758, 1957. 3. Kuzell, W. C.; Schaffarzick, R. W.; Naugler, W. E., and Champlin, B. M.: New England J. Med. 256:388, 1957.

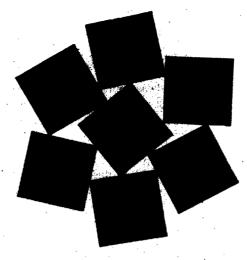
Availability BUTAZOLIDIN® (phenylbutazone geigy): Red coated tablets of 100 mg. BUTAZOLIDIN® Alka: Capsules containing BUTAZOLiDIN® (phenylbutazone geigy), 100 mg.; dried aluminum hydroxide gel. 100 mg.; magnesium trisilicate 150 mg.; homatropine methylbromide, 1.25 mg.



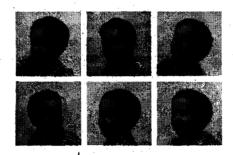
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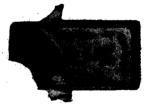




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delectable, chewable, chocolate-like vitamin-mineral nuggets

No fights, no battles at vitamin time because children love to chew DELECTAVITES. These delectable, easily chewable chocolate nuggets supply all essential vitamins as well as minerals so necessary during the years of growth. As soon as children can chew, they can go directly from vitamin drops to DELECTAVITES. And, now you can be sure your little patients will follow your instructions about taking their daily vitamins.

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effective anticonvulsants for most clinical needs

for control of grand mal and psychomotor seizures

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KAPSEALS® "In the last 15 years several new anticonvulsant agents have come into clinical use but they have not replaced

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for the petit mal triad

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KAPSEALS • SUSPENSION MILONTIN is one of the most effective agents for the treatment of petit mal epilepsy. Relatively

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micontin kapseals (phensuximide, Parke-Davis) 0.5 Gm., bottles of 100 and 1,000. Suspension, 250 mg. per 4 cc., 16-ounce bottles.

Celontin[®]

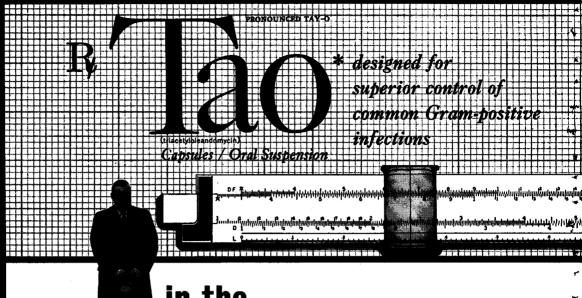
 KAPSEALS CELONTIN is effective in the treatment of petit mal and psychomotor epilepsy. It provides effective control with

a minimum of side effects, frequently checks seizures in patients refractions to other anticonvulsant medications, and does not tend to precipitate grand mal attacks in those patients with combined petit mal and grand mal seizures. For this reason, GELONTIN is useful in treating patients with more than one type of seizure and can be given in combination with Dilantin. 2.19

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bibliography: (1) Green, J. R., & Steelman, H. F.: Epileptic Seizures, Baltimore, William & Wilkins Company, 1956, p. 136. (2) Bray, P. F.: Pediatrics 23: 151, 1989. (3) Davidson, D. T. Jr., in Conn., H. F.: Current Therapy 1959, Philadelphia, W. B. Saunders Company, 1959; p. 312 (4) Smith, B., & Forster, F. M.: Neurolagy 4:137, 1954. (5) Zimmerman, S. T., New Med. 55: 2338, 1955. (6) Lemiere, F.: Northwest Med. 35: 2338, 1954. (7) Peristerior Clin. North America: 4:1079 (Nov.) 1957. (8) Livingston, S., & Pauli, L.: Pediatric, 1957. (9) Carter, C. H., & Maley, M. C.: Neurology 7:463, 1957. (10) Keith, H.: M.; & Ro. J. G.: Proc. Staff Meet: Mayor 13:105, 1958.

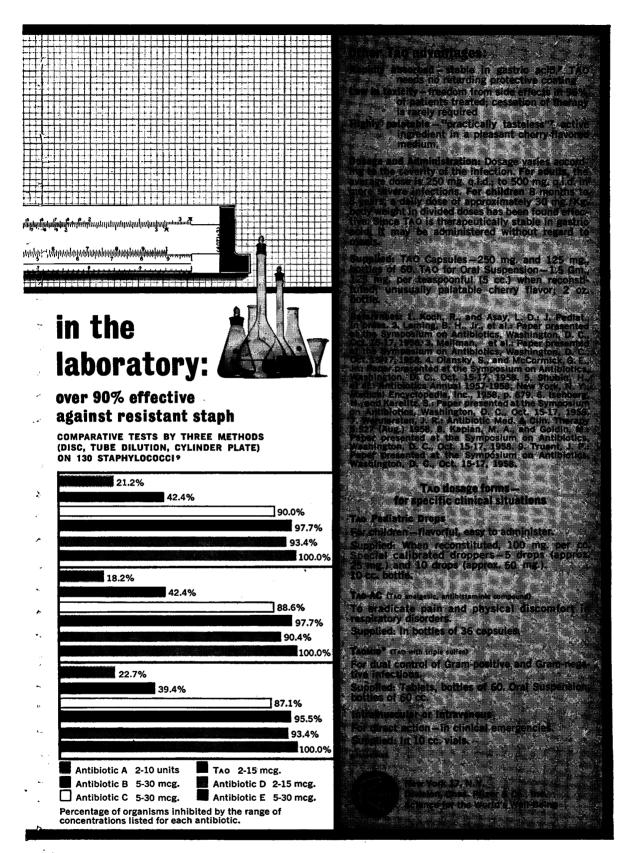




in the patient:

95% effective in published cases1-8

Conditions treated	No. of Patients		
ALL INFECTIONS	558		30
Respiratory infections	258		
Pharyngitis and/or tonsillitis	65		
Pneumonia	90	100	
Infectious asthma	44	14 Table 1	
Otitis media	31		
Other respiratory	28	. A 17 E 8 T	
(bronchitis, bronchiolitis, bronchiectasis, pneumonitis,			
laryngotracheitis, strep throat)			
,		2 N. M. A. C.	
Skin and soft tissue infections	230	300	
Infected wounds, incisions and			
lacerations	41	9.34	
Abscesses	51	4.00	
Furunculosis Acne, pustular	·58 43		
Pyoderma	43 19		
Other skin and soft tissue	18		
(infected burns, cellulitis,	40		
impetigo, ulcers, others)	,		
Genitourinary infections	28		
Acute pyelitis and cystitis	10		
Urethritis with gonorrhea or cystitis	8		
Pyelonephritis	4		
Salpingitis	5		
Pelvic inflammation with endometriosis	1		
Miscellaneous	42		W
(adenitis, enteritis, enterocolitis,			
subacute bacterial endocarditis, fever,			
hematoma, staphylococcus carriers, osteomyelitis, tenosynovitis, septic			
arthritis, acute bursitis, periarthritis)			
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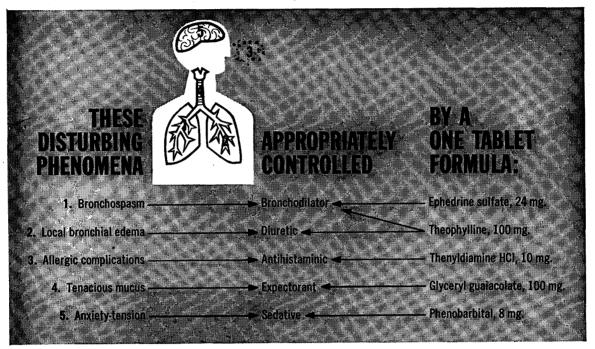


TAOMID: Each tablet contains Tao Triacetyloleandomycin 75 mg., Sulfadiazine 111 mg., Sulfamerazine 111 mg., Sulfamethazine 111 mg. Each tsp. (5 cc.) contains Tao Triacetyloleandomycin 125 mg., Sulfadiazine 167 mg., Sulfamerazine 167 mg., Sulfamethazine 167 mg.

TAO-AC: Each capsule contains Tao Triacetyloleandomycin 125 mg., Phenacetin 120 mg., Caffeine 30 mg., Salicylamide 150 mg., Buclizine Hydrochloride 15 mg.

NEW AND EXCLUSIVE... the only 5-action, one-tablet treatment... for comprehensive control of your asthma patients, prescribe

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WELL TOLERATED-side effects in these studies mild and temporary-incidence only 4.7%.

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Available at all pharmacies.

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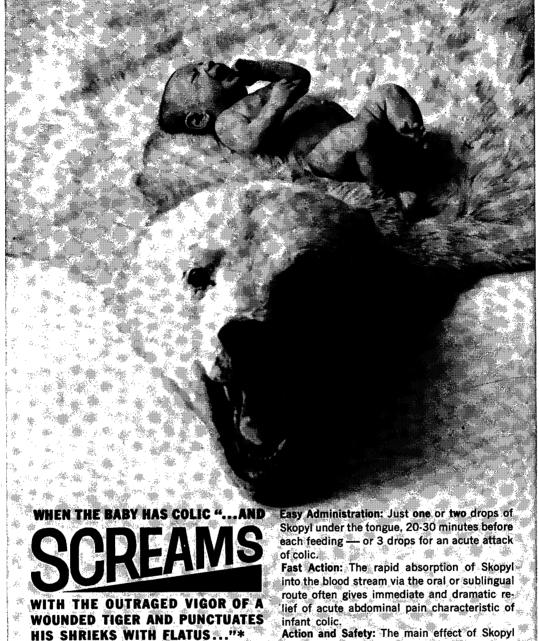
hydrochloride

"... far more than a substitute for epinephrine ..."2



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Personal communication.
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*Editorial: New England J. Med. 260:246 (Jan. 29) 1959

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vitamin B_{12} activity 2 micrograms nicotinamide 25 mg.

nicotinamiae 25 mg. dicalcium phosphate 250 mg.

Dosage: One Ritonic Capsule in mid-morning and one in mid-afternoon.

Supplied: Ritonic CAPSULES; bottles of 100.

References: 1. Natenshon, A. L.: J. Am. Geriatrics Soc. 6:534 (July) 1958.

2. Bachrach, S.: To be published.

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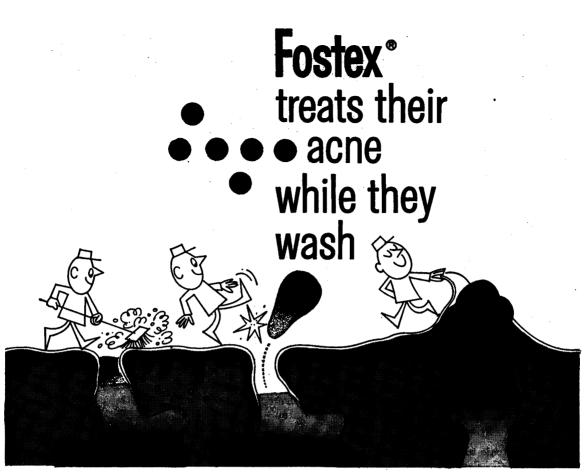
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hypertensive with or without

tachycardia



degreases the skin

helps remove blackheads

dries and peels the skin

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Continue therapy for 5 to 7 days or until patient is asymptomatic for at least 48 hours. For mild infections: Less severe infections will usually respond to one-half the above dosage. MADRIBON PEDIATRIC DROPS—10-cc plastic container with special tip for dispensing drop dosage—each cc (20 drops) provides 250 mg Madribon.

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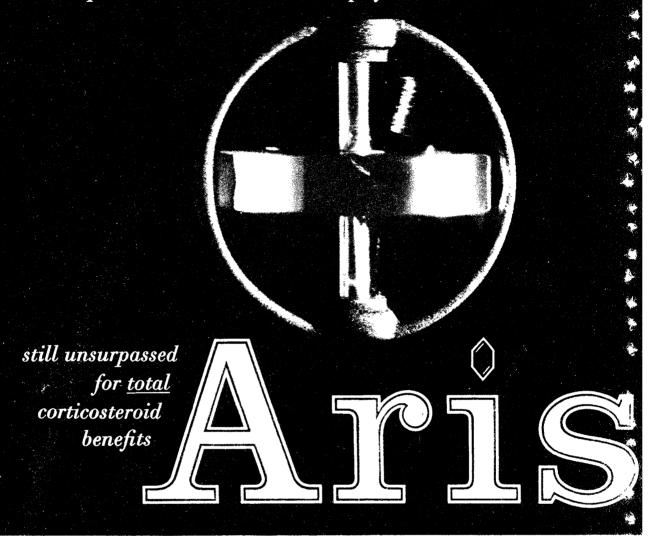
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minimal disturbance of the patient's chemical and psychic balance...



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 of allergic
 and
 inflammatory symptoms¹⁻²⁰
- minimal disturbance of the patient's chemical and psychic balance^{1,4,5,819}



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- · low incidence of peptic ulcer
- · low incidence of osteoporosis with compression fracture

Indications: rheumatoid arthritis: arthritis; respiratory allergies; allergic and inflammatory dermatoses; disseminated lupus erythematosus; nephrotic syndrome; lymphomas and leukemias. Precautions: With ARISTOCORT all traditional precautions to corticosteroid therapy should be observed. Dosage should always be carefully adjusted to the smallest amount which will suppress symptoms. After patients have been on steroids for prolonged periods, discontinuance must be carried out gradually.

Supplied: Scored tablets of 1 mg. (yellow); 2 mg. (pink); 4 mg. (white); 16 mg. (white). Diacetate Parenteral (for intra-articular and intrasynovial injection). Vials of 5 cc. (25 mg./cc.).

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20. Rein, C.R.; Fleischmajer, R., and Rosenthal, A.R.; J.A.M.A. 165:1821 (Dec. 7) 1957.





running noses 🚓 🐔





and open stuffed noses orally

Triaminic[®]

the leading oral nasal decongestant

- in nasal and paranasal congestion
- in sinusitis
- in postnasal drip
- in allergic reactions of the upper respiratory tract

safer and more effective than topical medication 1,2,3

- systemic transport to all respiratory membranes
- provides longer-lasting relief
- presents no problem of rebound congestion
- avoids "nose drop addiction"

Relief with Triaminic is prompt and prolonged because of this special timed-release action . . . beneficial effect starts in minutes, lasts for hours



first - the outer layer dissolves within minutes to produce 3 to 4 hours of relief

then - the core disintegrates to give 3 to 4 more hours of relief

Each TRIAMINIC Tablet provides	s :
Phenylpropanolamine HCl	.50 mg.
Pheniramine maleate	.25 mg.
Pyrilamine maleate	.25 mg.

One-half of this formula is in the outer layer, the other half is in the core.

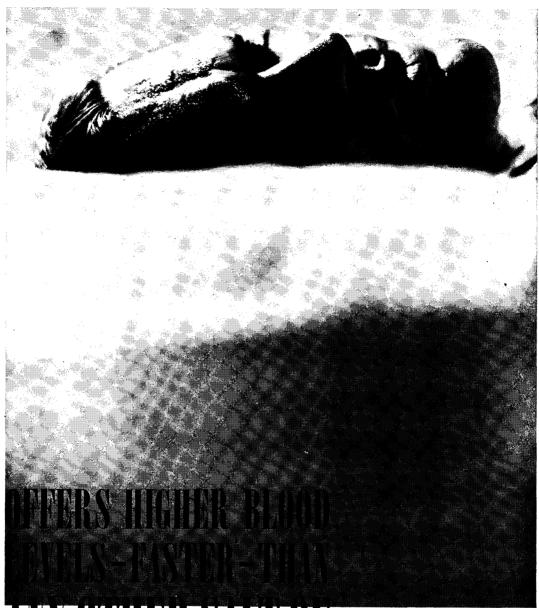
Dosage: One tablet in the morning, midafternoon and at bedtime.

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TRIAMINIC JUVELETS: Each timed-release Juvelet is equivalent in formula and dosage to one-half of a TRIAMINIC tablet, for the adult or child who requires only half strength dosage.

TRIAMINIC SYRUP is recommended for adults and children who prefer liquid medication. Each 5 ml. tsp. is equivalent to 1/4 of a Triaminic Tablet. Adults: 2 tsp. 3-4 times a day; children 6-12: 1 tsp. 3-4 times a day; children under 6: in proportion.

SMITH-DORSEY · a division of The Wander Company · Lincoln, Nebraska



ANY OTHER SALT OF ORAL PENICILLIN: COMPOCILLIN®-VK

ASBOTT

Supplied: Compocillin-VK Filmtabs, 125 mg. (200,000 units), bottles of 50 and 100; 250 mg. (400,000 units), bottles of 25 and 100. Compocillin-VK Granules for Oral Solution come in 40-cc. and 80-cc. bottles. When reconstituted, each 5-cc. teaspoonful represents 125 mg. (200,000 units) of potassium penicillin V.

in tiny, easy-to-swallow Filmtabs* in tasty, cherry-flavored Oral Solution



HOUSE-CALL ANTIBIOTIC

• wide range of action is reassuring when culture and sensitivity tests are impractical

• effectiveness demonstrated by use in more than 6,000,000 patients since original product introduction (1956)

Capsules (green & white) 125 mg. 250 mg.

Oral Suspension (raspberry-flavored) 2 oz. bottle, 125 mg. per teaspoonful (5 cc.)

Pediatric Drops (raspberry-flavored) 10 cc. bottle (with calibrated dropper), 5 mg. per drop (100 mg. per cc.)

A Professional Information Booklet providing complete details on Cosa-Signemycin is available on request.

(Pfizer) Science for the world's well-being™

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

now potent tranquilizer therapy is safer than ever



Virtual freedom of Mellaril from major toxic effects is due to greater specificity of tranquilizing action — divorced from such "diffuse" effects as anti-emetic action. MELLARIL is virtually free of such toxic effects as • jaundice

- · Pārkinsonism
- blood dyscrasia

"Thioridazine [MELLARIL] is as effective as the best available phenothiazine, but with appreciably less toxic effects than those demonstrated with other phenothiazines... This drug appears to represent a major addition to the safe and effective treatment of a wide range of psychological disturbances seen daily in the clinics or by the general practitioner."





remarkable lack of side effects

In more than 3,000 carefully-followed patients, Mellaril has been almost completely free of such major side effects as jaundice, extrapyramidal symptoms, Parkinsonism, blood dyscrasia, dermatitis—even when given in quantities far in excess of the usual dosage.

"POVERTY" OF SIDE EFFECTS

"The most striking aspect of thioridazine [Mellaril] therapy is the poverty of side effects.... In its lack of side effects and low toxicity, it is superior to all other tranquilizing drugs tested. For this reason also it is well tolerated by patients, particularly those who are not hospitalized and who frequently discontinue their medication because of dizziness, sleepiness, increased tension or parkinsonism with other drugs."²

NEGLIGIBLE SIDE EFFECTS

"Side effects were negligible at all dosage levels: no incidence of parkinsonism or other extrapyramidal symptoms. Minimal sedation, on the whole lower than with other tranquilizing agents. No alteration in liver function, urine or blood. No photosensitivity. Patient acceptability was exceptional: lack of drowsiness, lethargy or 'washed out' feeling, permitted patients to carry on normal everyday activities. Orthostatic hypotension was absent. The initial 'keyed up' tense feeling common to other drugs of this type was absent. ... Patients forced to interrupt treatment with other phenothiazine derivatives because of parkinsonism or other extrapyramidal symptoms were able to continue therapy with thioridazine without appearance of parkinsonism." 3

SINGULARLY FREE OF SIDE EFFECTS

"The extrapyramidal syndrome was not encountered in

any of its forms. Dizziness and sleepiness responded to a reduction in dosage. Other side effects did not occur.... It is singularly free from the side effects ordinarily seen with these [phenothiazine] compounds."⁴

ABSENCE OF SIGNIFICANT SIDE EFFECTS

"None of the following toxic effects, so common after administration of the phenothiazines, was present during the period of Thioridazine administration: Parkinsonism or Parkinson-like symptoms, photosensitivity, orthostatic hypotension, bone-marrow depression."

MINIMAL SIDE EFFECTS

"Side effects such as extrapyramidal activity, jaundice and photosensitivity have not been observed in patients treated with Thioridazine [Mellaril]. Extrapyramidal side effects produced by other phenothiazines have disappeared promptly with no deterioration in the behavioral response when these patients have been shifted to Thioridazine." 5

NO JAUNDICE

"No allergic reactions were observed such as skin eruptions, jaundice or agranulocytosis. Central nervous system toxicity, as manifested by extrapyramidal effects, seizures, and excitement did not occur despite the use of high doses (up to 2000 mg.) of the drug." ⁶



a new advance in tranquilization: greater specificity of tranquilizing action plus fewer side effects

Of 109 phenothiazines synthesized by Sandoz, Mellaril was selected as the most promising on the basis of extensive evaluation. The presence of a thiomethyl radical (S-CH $_3$) in the position conventionally occupied by a halogen in other phenothiazines is unique and could be responsible for the relative absence of side effects and greater specificity of psychotherapeutic action. This is shown clinically by:

1 A specificity of action on certain brain sites in contrast to the more generalized or "diffuse" action of other phenothiazines. This is evidenced by a lack of appreciable anti-emetic effect.

MELLARIL PSYCHIC RELAX DAMPENI linimal suppression of vomiting SYMPATHETI PARASYMPA ittle effect on blood pressure NERVOUS S d temperature regulation Psychic relax Dampenir g suppression of vomiting sympathetic parasympath pening of blood pressure nervous sy temperature regulation other

phenothiazine-type

tranquilizers



- 2 Less "spill-over" action to other brain areas hence, absence of undue sedation, drowsiness or autonomic nervous system disturbances.
- 3 A notable absence of extrapyramidal stimulation.
- 4 Lack of impairment of patient's normal drive and energy, while achieving psychomotor control in mental and emotional disorders.
- Virtual freedom from toxic effects jaundice, photosensitivity, skin eruptions, disturbed body temperature regulation, blood forming disorders have been absent in reports currently available.

These properties add up to a greater margin of safety in general office practice, in ambulatory psychiatric out-patient clinics, and in hospitalized patients.



excellent clinical response

In office practice and in hospitalized patients, Mellaril has proved highly useful for a wide variety of major and minor emotional disorders (such as anxiety, tension, apprehension, alcoholism, agitated psychoneurosis, agitated psychotic states, etc.).

EXTREMELY SATISFACTORY "... produced extremely satisfactory results in the broad therapeutic range represented in this series." ³

POTENT AGENT "... appears to be a potent agent in the symptomatic management of a variety of psychiatric states." ⁴

MAJOR ADDITION TO THERAPEUTICS "This drug appears to represent a major addition to the safe and effective treatment of a wide range of psychological disturbances seen daily in the clinics or by the general practitioner." 1

AN ACTIVE AGENT "Thioridazine is an active therapeutic agent....

It is effective in a variety of psychiatric disorders, including schizophrenic reactions.... The drug is particularly advantageous for a group of schizophrenic patients who are sometimes made worse by other phenothiazine derivatives or Rauwolfia alkaloids. It should also be suitable for treating patients with psychoneuroses and chronic brain syndrome." 6

EVEN IN VERY SEVERE CASES "Of the 152 patients treated 25 have been released and they have not suffered a relapse. This proportion is significant if we stop to consider that we are dealing only with acute cases which had been considered hopeless and obviously destined to finish their days in an asylum."

EXCELLENT THERAPEUTIC RESPONSE "Patients with emotional tensions resulting from the stress and strain of life... were treated with Mellaril at the dosage level of 10 mg. three times daily.

In 94 such patients, 83 obtained an excellent therapeutic response." 8



"... extremely satisfactory results..." in a clinical spectrum ranging from minor nervous disorders to severe psychotic disturbances³

ACUTE PSYCHOTICS	CHRONIC PSYCHOTICS	NEUROTICS
83% satisfactory effect	68% satisfactory effect	57% satisfactory effect
Some cases had complete remission of symptoms. Most were able to return home to useful occupations.	Relief of symptoms in cases permitted easier management and a return to a more or less useful life.	Some cases, complete relief of symptoms. Other cases, partial relief of symptoms.

DIAGNOSTIC CATEGORY	IMPROVED %	VERY SATISFACTORY %	SATISFACTORY %	unsatisfactory %
SCHIZOPHRENIA				
Acute	89	61	28	11
Chronic paranoid	84.2	31.6	52.6	15.8
Chronic, other	73.9	21.7	52.2	26.1
Residual	57.1	9.5	47.6	42.9
CHRONIC BRAIN SYNDROME	66.6	33.3	33.3	33.3
CHRONIC PSYCHONEUROSIS	62.5	12.5	50	37.5
CHRONIC PSYCHOSOMATIC DISORDERS	75	25	50	25

Mellarii

a guide to administration and dosage

Dosage ranges from 10 mg. three or four times a day in milder situations to 25 mg. three or four times a day for more disturbed patients. In ambulatory psychiatric out-patients, dosages of 50 to 100 mg. three or four times a day have been found adequate. For severely dis-

turbed hospitalized psychotics, dosages of 200 to 300 mg. three times a day may be administered.

Dosage must be individualized according to the condition and degree of response. In all cases, the smallest effective dosage should be determined for each patient.

INDICATION	USUAL STARTING DOSE	TOTAL DAILY DOSAGE RANGE
	ADULTS	
Mental and Emotional Disturbances:	,	
MILD — where anxiety, apprehension and tension are present	10 mg. t.i.d.	20-60 mg.
MODERATE — where agitation exists in psychoneurosis, alcoholism, intractable pain, senility, etc.	25 mg. t.i.d.	50-200 mg.
SEVERE—in agitated psychotic states as schizophrenia, manic depressive, toxic psychoses, etc.:		
Ambulatory Hospitalized	100 mg. t.i.d. 100 mg. t.i.d.	200-400 mg. 200-800 mg.
	CHILDREN	
BEHAVIOR PROBLEMS IN CHILDREN	10 mg. t.i.d.	20-40 mg.

PRECAUTIONS: Although possessing a unique structure and a selectivity of action which broadens its therapeutic ratio, the physician should be alert to the possibility of untoward reactions in certain susceptible individuals. In

particular, he should watch for potential hemopoietic depression, jaundice or orthostatic hypotension. As with other phenothiazines, Mellaril is contraindicated in severely depressed or comatose states from any cause.

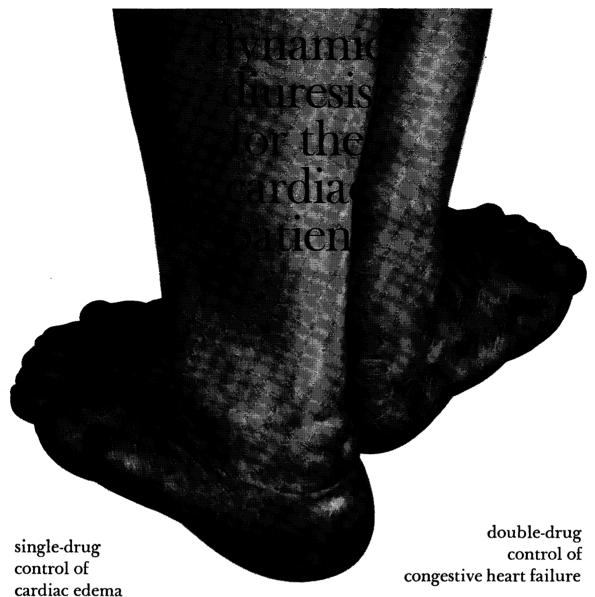
SUPPLIED: MELLARIL Tablets, 10 mg., 25 mg., 100 mg. Bottles of 100.

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- · controls neurotic and psychotic patients with anxiety, apprehension, nervous tension
- virtual absence of jaundice, parkinsonism, photosensitivity, dermatitis
- · minimal sedation and drowsiness
- does not mask organic conditions such as brain tumors, intestinal obstruction, etc., because of lack of anti-emetic action
- · increased specificity of action results in greater safety at all dosage levels







DIAMOX mobilizes bicarbonate and with it sodium, and the fluids of edema...reduces water retention with no notable changes in blood pressure or electrolyte balance. One tasteless tablet each morning...easy to take...rapidly excreted ...does not interfere with sleep.

DIAMOX alternated with chloride-regulating agents provides more dynamic diuresis than can any used alone...helps potentiate diuretic effect and counterbalance the tendency toward systemic alkalosis of chlorothiazide and mercurials...lessens risk of drug tolerance... extends intensive diuretic therapy.

Supplied: Scored tablets of 250 mg., and Vials of 500 mg. for parenteral use.



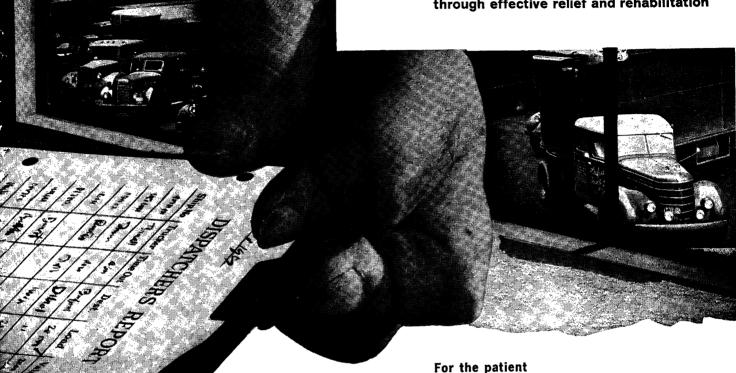
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on the job again

through effective relief and rehabilitation



For the patient who does not require steroids

PABALATE*

Reciprocally acting nonsteroid antirheumatics . . . more effective than salicylate alone. In each enteric-coated tablet:

Sodium salicylate U.S.P.....0.3 Gm. (5 gr.)

para-aminobenzoate0.3 Gm. (5 gr. Ascorbic acid50.0 mg

or for the patient who should avoid sodium

PABALATE® - Sodium Free

Pabalate, with sodium salts replaced by potassium salts.

In each enteric-coated tablet:

Potassium salicylate	0.3 Gm. (5 gr.)
Potassium para-aminobenzoate	0.3 Gm. (5 gr.)
Ascorbic acid	u.v. mg.

who requires steroids

PABALATE®-HC

(PABALATE WITH HYDROCORTISONE)

Comprehensive synergistic combination of steroid and nonsteroid antirheumatics... full hormone effects on low hormone dosage . . . satisfactory remission of rheumatic symptoms in 85% of patients tested.

In each enteric-coated tablet:

Hydrocortisone (alcohol)	2.5	mg
Potassium salicylate Potassium para-aminobenzoate	0.3	Gm
Ascorbic acid	50.N	mø

PABALATE PABALATE: HC

For steroid or non-steroid therapy: SAFE DEPENDABLE ECONOMICAL A. H. ROBINS CO., INC., RICHMOND 20, VIRGINIA • Ethical Pharmaceuticals of Merit since 1878

avoid the risk of insoluble, irritating aspirin particles

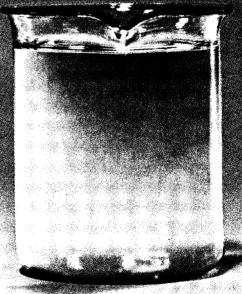
Chief among the drawbacks to aspirin usage is gastric intolerance. This ranges from mild upset and "heartburn" to severe hemorthagic gastritis. ** Studies performed in conjunction with gastrectomy* ** and gastroscopy* bave shown insoluble aspirin particles firmly adherent to

the gastric mucosa and imbedded between rugae. Reactions varying from mild hyperemia to erosive gastritis have been reported to occur in the areas immediately surrounding these adherent particles.² ** This is reported to be particularly true in patients with peptic ulcer.4

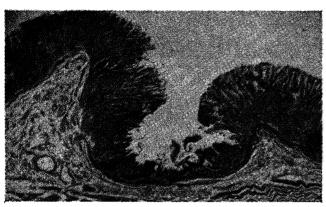
CALURIN is the freely soluble, stable calcium aspirin complex its high solubility forestalls gasine initation or damage.



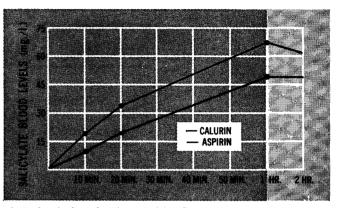
Regular aspirin crystals 24 hours after being mixed into water.



Calurin crystals in solution one minute after being mixed into water



Particle-induced ulceration — section through lesion found in gastrectomy specimen. An aspirin particle was found firmly imbedded in this undermined erosion. Such lesions may be associated with the relative insolubility of aspirin, which remains in particulate form after dispersion in gastric contents.



Calurin, being freely soluble, is promptly available for absorption into the systemic circulation. Salicylate blood levels in 12 subjects receiving both Calurin and plain aspirin were found to rise more than twice as high within ten minutes following Calurin. Also, these levels persisted higher for at least two hours.¹¹

CALURIN is the aspirin of choice, especially when high-dosage, long-term therapy is indicated:

- 1 High solubility forestalls gastric irritation or damage. This advantage is of special importance in arthritis and other conditions requiring high-dosage, long-term therapy.
- 2 Produces high salicylate blood levels rapidly for prompt analgesic, antipyretic, anti-arthritic effect.
- 3 Sodium-free for safer long-term therapy.
- 4 Flavored: can be chewed or dissolved in the mouth without water if desired an advantage for patients requiring aspirin administration during the night and for pediatric patients.

Dosage: Each tablet of Calurin is equivalent to 300 mg. (5 gr.) of acetylsalicylic acid. For relief of pain and fever in adult patients, the usual dose of Calurin is 1 to 3 tablets every 4 hours, as needed; in arthritic states, 2 or 3 tablets 3 or 4 times

daily; in rheumatic fever, 3 to 5 tablets 4 or 5 times daily. For children over 6 years, the usual dose is 1 tablet every 4 hours; for children 3 to 6 years, ½ tablet every 4 hours, as required. Not recommended for children under 3.

REFERENCES: 1. Waterson, A. P.: Aspirin and gastric haemorrhage, Brit. M. J. 2:1531, 1955. 2. Douthwaite, A. H., and Lintott, G. A. M.: Gastroscopic observation of the effect of aspirin and certain other substances on the stomach, Lancet 2:1222, 1938. 3. Editorial Comments: The effect of acetylsalicylic acid (aspirin) on the gastric mucosa, Canad. M. A. J. 80:47, 1959. 4. Muir, A., and Cossar, I. A.: Aspirin and ulcer, Brit. M. J. 2:7, 1955. 5. Muir, A., and Cossar, I. A.: Aspirin and gastric haemorrhage, Lancet 1:539, 1959. 6. Schneider, E. M.: Aspirin as a gastric irritant, Gastroenterology 33:616, 1957. 7. Bayles, T. B., and Tenckhoff, H.: Salicylate therapy in rheumatic diseases, Scientific Exhibit, Ann. Mtg. A. M. A., San Francisco, Calif., June, 1958. 8. Batterman, R. C.: Comparison of buffered and unbuffered acetylsalicylic acid, New Eng. J. M. 258:213, 1958. 9. Cronk, G. A.: Laboratory and clinical studies with buffered and nonbuffered acetylsalicylic acid, New Eng. J. M. 258:219, 1958. 10. Editorial: Aspirin plain and buffered, Brit. M. J. 1:349, 1959. 11. Smith, P. K.: Plasma concentration of salicylate after the administration of acetylsalicylic acid or calcium acetylsalicylate to human subjects, Report submitted to Smith-Dorsey from Dept. of Pharmacology, Geo. Washington Univ. School of Medicine, Washington, D. C., Sept. 5, 1958.

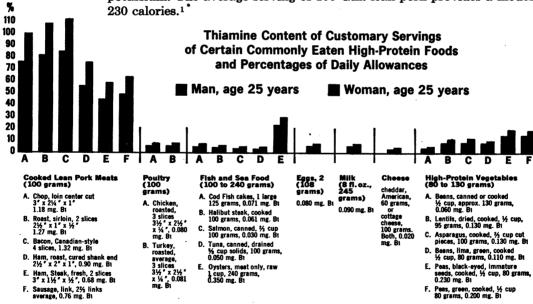
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Highest in Thiamine among High-Protein Foods

Pork meat in its many delicious forms—chops, steak, ham, Canadianstyle bacon, link sausage—provides more thiamine than any other commonly eaten high-protein food.

In the planning of diets adequate in protein, variety may be obtained by choosing from all meats, fish, poultry, eggs, milk, and high-protein vegetables. But some high-protein foods are poor in thiamine content. Because pork meat outranks all other high-protein foods in its contribution of thiamine, its frequent inclusion in the daily menu ensures adequacy in this important nutrient.

The other nutritional values of pork are also substantial. For example, average servings of 3½ ounces (100 Gm.) of lean pork supply 34 grams of protein, 9 grams of fat, and, like all other meats, significant amounts of all the B vitamins and the minerals iron, phosphorus, magnesium, and potassium. The average serving of 100 Gm. lean pork provides a modest 230 calories.¹



 Leverton, R. M., and Odell, G. V.: The Nutritive Value of Cooked Meat, Oklahoma Agricultural Experiment Station, Oklahoma State University, Miscellaneous Publication MP-49, 1958.

> The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

American Meat Institute Main Office, Chicago...Members Throughout the United States



for
the
tense
and
nervous
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relief comes fast and comfortably

-does not produce autonomic side reactions

-does not impair mental efficiency, motor control, or normal behavior.

Usual Dosage: One or two 400 mg. tablets t.i.d.

Supplied: 400 mg. scored tablets, 200 mg. sugar-

coated tablets or as MEPROTABS*-400 mg.

unmarked, coated tablets.

Miltown



WALLACE LABORATORIES / New Brunswick, N. J.

M-8284

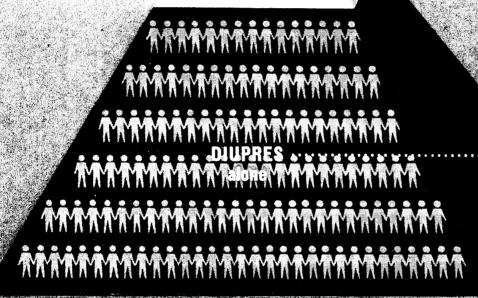


More satisfying sleep for more patients

Doriden offers sound, restful sleep for patients who are sensitive to barbiturates, elderly patients, patients with low vital capacity and poor respiratory reserve and those who are unable to use barbiturates because of hepatic or renal disease. Onset of sleep with Doriden is smooth and gradual, usually with no preliminary excitation. Doriden acts within 30 minutes, and sleep lasts for 4 to 8 hours. Except in rare cases, no "hangover" or "fog," because Doriden is rapidly metabolized. SUPPLIED: Tablets, 0.5 Gm., 0.25 Gm. and 0.125 Gm.

C 1 B A





DIUPRES is adequate by itself for many hypertensive

greatly improved and simplified management hypertension



the first "wide-range" antihypertensive—effective in mild, moderate, and severe hypertension

- more hypertensives can be better controlled with DIUPRES alone than with any other agent...with greater simplicity and convenience, and with decreased side effects
- can be used as total therapy or primary therapy. adding other drugs if necessary
- in patients now treated with other drugs, can be used as replacement or adjunctive therapy
- should other drugs need to be added, they can be given in much lower than usual dosage so that their side effects are often strikingly reduced
- organic changes of hypertension may be arrested and reversed... even anginal pain may be eliminated
- patient takes one tablet rather than two... dosage schedule is easy to follow
- economical

DIUPRES-500

500 mg. DIURIL (chlorothiazide), 0.125 mg. reserpine.

One tablet one to three times a day.

250 mg. DIURIL (chlorothiazide), 0.125 mg. reserpine.

One tablet one to four times a day.



MERCK SHARP & DOHME, DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

+ DIUPRES AND DIURIL (CHLOROTHIAZIDE) ARE TRADEMARKS OF MERCK & CO., INC.



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A UNIVERSAL RECORD

OF EFFECTIVENESS—In anxiety, tension and agitation, ATARAX " anxiety, tension and agitation, ATARAX " reproduced quility than any drug previously used " and transport of the state WIDEST LATITUDE OF
SAFETY AND FLEXIBILITY-No
coming advarea reaction ever documented.

Serious adverse reaction ever documented five dosage forms and sizes. CHEMICALLY DISTINCT
AMONG TRANQUILIZERS-Not a

AMUNG I RAIV WUILLIZERS—phenothiazine or a meprobamate. ADDED FRONTIERS
OF USEFULNESS-These unique beneits in specific indications

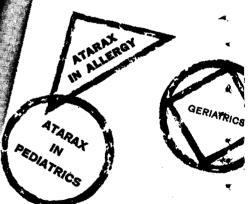
ANTIARRHYTHMIC • ANTIHISTAMINIC • ANTISECRETORY



Dosage: Adults, one 25 mg. tablet, or one then.
Syrup q.i.d. Children, 3-6 years, one 10 mg. tablet or one tap. Syrup t.i.d.; over 6 years, two

Supplied: Tiny 10 mg., 25 mg., and 100 mg. enteral Solution, 10 cc. multiple-dose vials. References: I. Farah, L.: Internat. Rec. Med. 169: papers from 14 countries.









but she needs your help to plan her family

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THE MODERN CHEMICAL SPERMICIDE Nonylphenoxypolyethoxyethanol 5≴ in oil-in-water emulsion

THE SPERMICIDAL GEL WITH BUILT-IN BARRIER $\textbf{p-Diisobutylphenoxypolye} thoxye than ol \ and \ ricinoleic \ acid$

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DO NOT MISS ANY MURMURS OR RALES because patient is talking while you are auscultating. Send \$1 for two (2) cards to insert on ear arms of stethoscope. 50% of this money will go to California Cancer fund. Box 6504, Bakersfield, California.

TO READERS IN PSYCHOLOGY, PSYCHIATRY AND SCIENCES. Robert Brunner, Inc., San Francisco 8. 209 Post Street. YUkon 2-7415. Immediate attention to mail and telephone orders.

ASSOCIATE WANTED

INTERNIST WANTED—Board eligible—experienced. Associate with internist. Salary leading to partnership. Peninsula. Box 95,055, California Medicine.

PHYSICIANS WANTED

GENERAL PRACTITIONERS AND SPECIALISTS—See us for the many EXCEPTIONAL OPPORTUNITIES available in San Francisco, East Bay, Peninsula and throughout California, including associations and partnerships with established groups and individual physicians; starting salaries \$1000.00 per month and up. For further information please contact Norma Rohl, Director, THE MEDICAL CENTER AGENCY, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2, CALL YUkon 2-3412.

SUBURBAN LOS ANGELES—New 40-suite Canoga Park Medical Center, in Western San Fernando Valley, in community of 59,000 with large new industrial growth and housing development. Now building, or recently completed are Atomics International, Rocketdyne, Elgin and Telecomputing. Majority of building leased to local MD's with established practices. Exceptional opportunity for ENT, Pediatrician, Urologist, Neurologist, Ophthalmologist, Dermatologist, Orthopaedic Surgeon, and Psychiatrist, some of these specialties completely unopposed in area. Minutes to new hospital now under construction. Beautiful living area. Call or write: Richard Cherwin, 1225 Sunset Plaza Drive, Los Angeles 46, California. OL 2-7714.

\$50 A MONTH RENTAL will get you a suite of 725 sq. ft. in a new medical building in the thriving Bay Area of California, just outside of Oakland. General Practitioner and specialists urgently needed. Excellent opportunity for all physicians. Open staff hospital close by. Box 94,565, California Medicine.

GENERAL PRACTITIONER to share office with established G.P. in Berkeley, near El Cerrito, a fast growing area. Room also for a Dentist or Specialist. Reasonable rent to start. If interested give data as to Medical School graduation and internship and residencies taken. Box 95,040, California Medicine.

COLFAX: IDEAL OFFICE AND HOME in most attractive new building for G.P., 6,000 in community within a radius of 6 miles where only one doctor now. Owner will cooperate in arranging office and living space to suit. Excellent opportunity in growing Sierra wooded foothill area for a fine type of physician for general practice. Contact H. K. Fox, Fox Lane, Colfax, California.

GENERAL PRACTITIONER of Spanish or Mexican descent to locate in new medical offices in Fresno. Reasonable rent, opportunities unlimited. Unit large enough for two men if desired. Large Mexican population. Write or telephone Norman Rudy, 332 "C" Street, Fresno, California. ADams 3-4010.

GENERAL PRACTITIONER for small, new community (not government) hospital on Hoopa Indian Reservation. Preventive medical program similar to Peckham Experiment. Group practice, prepayment plan, opportunity for educational leave. Write or telephone Richard Ricklefs, M.D., Community Health Association, Hoopa, California.

WANTED: GENERALISTS AND SPECIALISTS. California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. CONTINENTAL-PACIFIC COAST MEDICAL BUREAU, Agency, 430 North Camden Drive, Beverly Hills, California.

DOCTOR NEEDED FULL TIME in established General Practice office. Early association. Good income potential. Attractive area in beach town. Contact: George Csenger, M.D., 525 South Pacific Coast Highway, Redondo Beach, California. Telephone: FRontier 2-8411.

WANTED—GENERAL PRACTITIONER for 14-man Group in Downey. Short term contract acceptable if applicant prefers. Salary \$1,000 plus bonuses. Box 126, Downey, California.

GENERAL PRACTITIONER—Excellent solo practice available; last year grossed \$45,000. Growing community near Sacramento. Office two (2) blocks from 40-bed hospital. Reasonable lease. Desire to keep my equipment. Box 95,085, California Medicine.

GENERAL SURGEON who will also accept general practice for small, new community (not government) hospital on Hoopa Indian Reservation. Preventive medical program similar to Peckham Experiment. Group practice, prepayment plan, opportunity for educational leave. Write or telephone Richard Ricklefs, M.D., Community Health Association, Hoopa, California.

PEDIATRICIAN, SAN DIEGO. Board Certified or eligible to join twoman department of established 10-man specialty group. Salary first year, \$12,000; then partnership. Smith-Hanna Medical Clinic, 3939 Iowa Street, San Diego 4, California.

PSYCHIATRIST WANTED—Full or part time. Group therapy experience helpful. Varied and interesting work. Salary and hours flexible, probable partnership. Contact S. Robert Small, M.D., 600 West Foothill Boulevard, Monrovia, California. Telephone: ELliott 9-4583.

CALIFORNIA—SENIOR PSYCHIATRIST opening in a developing psychiatric program in the County general hospital of large bay area county. Duties include work with patients, supervision, teaching, residents, administration, and working closely with visiting staff. Child psychiatry background and interest desirable, but not essential. Beginning salary \$1,096.00-\$1,209.00 depending on qualifications and experiences. Contact Director of Medical Institutions, Santa Clara County Hospital, San Jose.

STAFF PHYSICIAN for 150-bed General Hospital. Experienced and willing to do general practice. Beginning salary \$821 plus living accommodations or allowance, vacation, sick leave, retirement. Must have California license. Apply to Medical Director, Madera County Hospital, Madera, California.

SITUATIONS WANTED

GENERAL PRACTITIONER, 35, married, California license, excellently trained and experienced, no military obligations, desires to associate with other General Practitioner in coastal area, Box 94,965, California Medicine

GENERAL PRACTITIONER, California license, young, experienced, desires part-time association, Los Angeles County area. Box 95,070, California Medicine.

G.P., 35 YEARS OLD, married, family, military service completed. Grade A Medical School. AAGP member. Nine (9) years' experience, with extensive OB and Surgery, desires permanent association or group affiliation. Box 95,075, California Medicine.

GENERAL PRACTITIONER, desires part-time or temporary position in San Francisco-East Bay Area. Age 27, California license. Gerald Rosenfield, M.D., 2326 Rose, Berkeley, California.

(Continued in Back Advertising Section, Page 80)

Henry's wife doesn't like dandruff. Get the picture? • And she's got all the answers (just ask Henry) . . . this latest is on the very best advice of her sister, whose neighbor happens to be the brother of the grocer—etc. Too bad she doesn't take Henry's dandruff to the doctor. • But she's like most folks, never thinks of dandruff as a medical problem. You can help folks like these—tell them about dandruff and give them a prescription for Selsun. • The Henrys of this world will thank you.

an ethical answer SELSUN to a medical problem (Selenium Sulfide, Abbott)





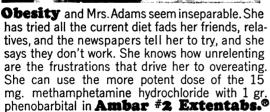
Overeating was Mrs. Hyde's substitute for the family life she used to have. The morning coffee klatsch carried her 'til the afternoon bridge game, when she nibbled on snacks until dinner. Now an Ambar #1 Extentab each morning controls her nibbling, while the temptations of social eating are overcome with a timely supplementary Ambar Tablet, 3.33 mg. methamphetamine hydrochloride and ½ gr. phenobarbital.

Overweight Mrs. Geller rebelled at the monotony of housekeeping chores and the antics of her school-age children added tension to boredom. Eating became an outlet for her emotions. A daily Ambar #1 Extentab, an artful balance of 10 mg. methamphetamine hydrochloride and 1 gr. phenobarbital, not only curbed her appetite, but by aiding in a renewal of creative interests, tempered her reactions to minor irritations.









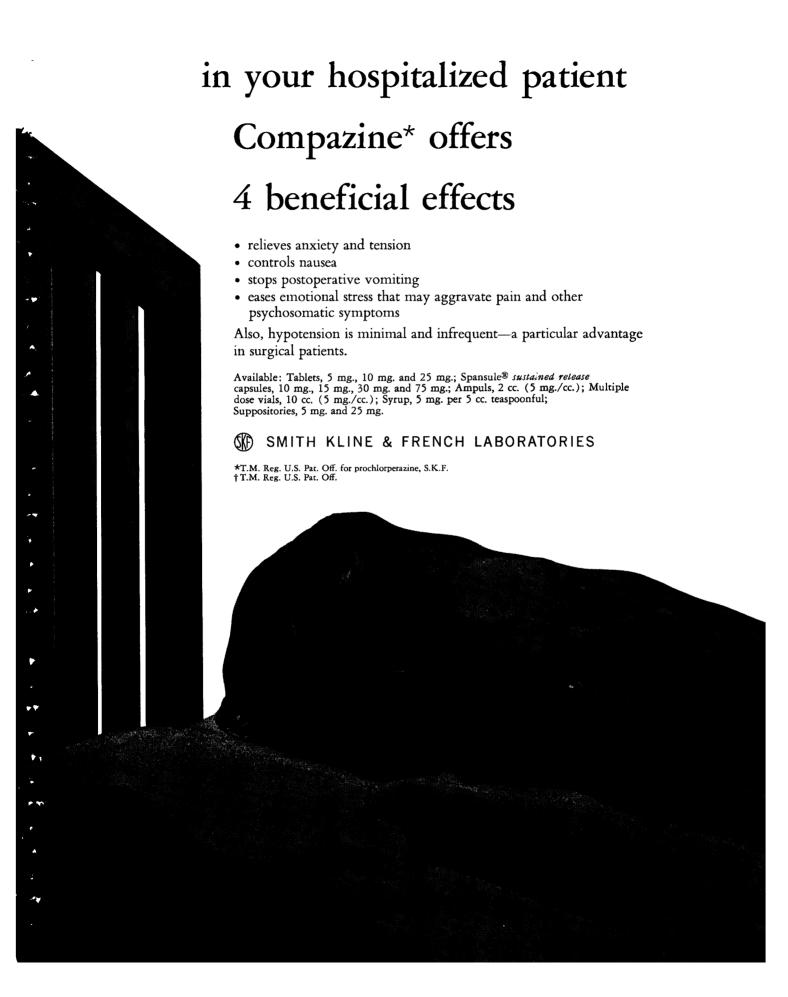


Successful Mr. Holt runs a fine business and eats lunches and dinners in the best restaurants. He attacks his food with the same determination that made him a business success. Because eating is his outlet for the minor anxieties and frustrations of an active life, he has eaten his way into a health problem. An **Ambar** regimen will help control his appetite and at the same time lift his mood.

AMBAR™ (methamphetamine and phenobarbital)

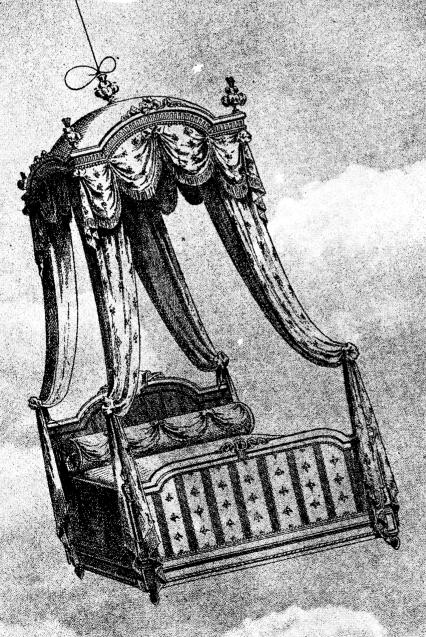
A.H.Robins Co., Inc. Richmond 20, Virginia





For those patients who complain

cantes your potients through the middle of the night



outer layer

disintegrates rapidly to induce relaxering and steen



inner core

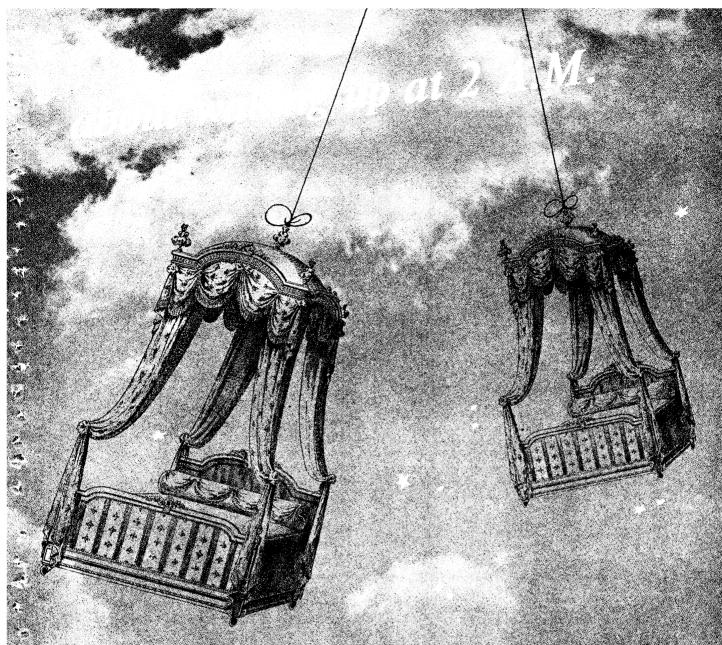
sleep continues smoothly as inner core dissolves

Éach Nebrafin timed-release tablet contains:

Dorsital* 90 mg. Wafning: May be habit forming

CAUTION: Federal law prohibits dispensing without prescription

Dosage: One or two tablets $\frac{1}{2}$ hour before retiring.



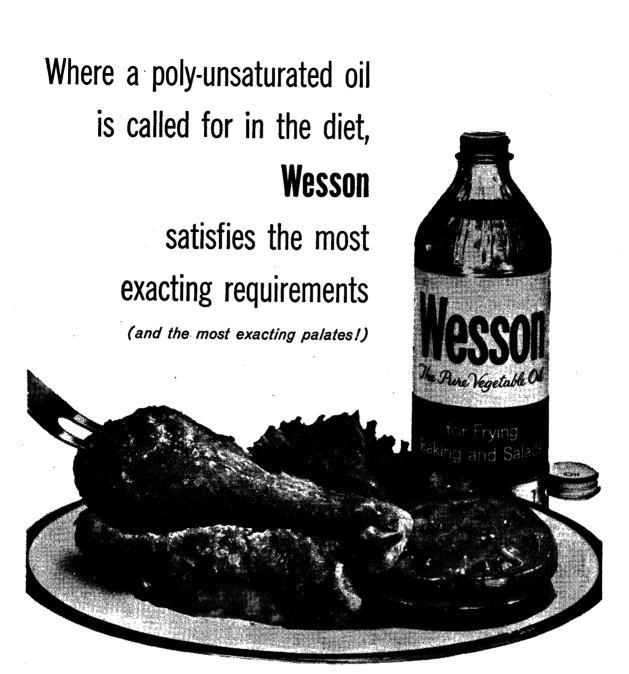
timed-release tablet

timed-release action for a full night's sleep

NEBRALIN is designed to duplicate the normal sleep pattern it encourages muscular relaxation and induces sustained, relaxed sleep by the release of Dorsital and mephenesin in a timed-release tablet. Rapid acting mephenesin quickly relaxes skeletal muscles to overcome "fatigue-tension", and conditions the body for sleep. Dorsital provides CNS sectation to induce sound, relaxed sleep. The initial and sustaining dosages are designed to keep the amount of barbiturate to be mactivated at any one time at a low level tapering toward morning. Evidence indicates that mephenesin is capable of producing sleep," and when combined with a barbiturate enhances barbiturate action." Moreover, the integrated action of the two components permits smaller dosages of each," assuring your patients refreshed awakenings without "morning hangover."

1 Schlesinger, F. B., Ir. New York Acad. Sc. 2-6, (Nov.) 1948. 2 Richards, R. K., and Taylor, s. D.: Anesthesiology 17:414, 1956. 3 Stideman, F. E.: Postgrad, Med. 24:207, 1958. A terger, F.: Pharmacol. Roy, 1:243, 1949.

SMITH-DORSEY · a division of The Wander Company · Lincoln, Nebraska · Peterborough, Canada



More acceptable to patients. Wesson contributes greatly to the palatability of food and, thus, can be important in encouraging patients to maintain prescribed restricted diets. By the criteria of odor, flavor (blandness) and lightness of color, housewives prefer Wesson.*

Uniformity you can depend on. Wesson has a polyunsaturated content better than 50%. Only the lightest cottonseed oils of highest iodine number are selected for Wesson, and no significant variations are permitted in the 22 exacting specifications required before bottling. **Economy.** Wesson is consistently priced lower than the next largest seller, a not unimportant consideration, where poly-unsaturated oil is called for.

Wesson's Active Ingredients:

Linoleic acid glycerides

50% to 55%

Phytosterol (predominantly beta sitosterol) 0.4% to 0.7%

Total tocopherols

0.09% to 0.12%

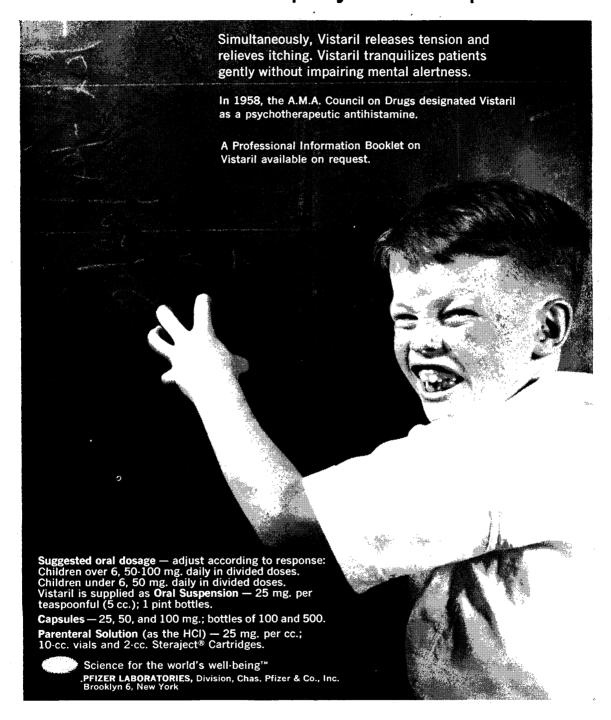
Never hydrogenated—completely salt free

Reconfirmed by recent tests against the next leading brand with brand identifications removed, among a national probability sample.



ORAL SUSPENSION

restores tranquility: relieves pruritus



how often have you thought...

"...but how will it work in my practice?"

This most frequently asked question cannot be answered by the manufacturer, the detail man, an advertisement, a piece of mail. Only through actual experience with a product in day-to-day private practice can this question be answered.

UNITENSEN PROVED IN DAY-TO-DAY PRACTICE In office trials, Unitensen products have been proved effective therapy in the management of the hypertensive patient. These are the facts, obtained from 3,841 physicians, who used Unitensen products in their day-to-day office practice, in treating a total of 35,727 patients. In 11,093 cases (31.0%) results were "excellent"; in 51.2% (18,294) cases, "good"; "fair" results were obtained in 4,591 patients (12.9%) and in only 1,749 cases (4.9%) were results "unsatisfactory." Minor side effects were reported in 1,081 cases (3.0%).

The results mentioned above were obtained while the patients engaged in their normal daily occupations and activities. None of the patients involved in the study were hospitalized or institutionalized. And, despite such variables as dietary indiscretions, an occasional overdose, or a dose inadvertently "missed," the Proof In Practice Study shows Unitensen products to be safe, dependable, potent antihypertensive therapy . . . permitting practical office management of virtually all hypertensive cases.

UNITENSEN: BASIC HYPERTENSIVE THERAPY Although many of the patients in the Study also received diuretics and/or tranquilizers during the course of treatment, it was noted that the vasodilating effect of Unitensen was required to obtain optimum blood pressure control. Unitensen, a true hypotensive agent, is potentiated by diuretics. A combination of the two is frequently recommended for lower dosage of each drug, minimizing the side effects of either.

UNITENSEN DOES MORE THAN LOWER BLOOD PRESSURE Dr. Burton M. Cohen* makes the following observations regarding Unitensen:

"Hypotensive effect obtained through specific stimulation of afferent side of reflex pathways of blood pressure control without adrenolytic action or ganglionic blocking... Nausea and vomiting rare... No alteration of vasomotor reflexes, thus no postural collapse... Bradycardia, never tachycardia, may occur... Cardiac output not lessened... Renal circulation participates in reflex vasodilation... Cerebrovascular resistance is decreased, with improvement or maintenance of blood flow and O_2 utilization... No dangerous side actions have been reported."*

UNITENSEN-R® Each tablet contains cryptenamine (tannates) 1.0 mg., reserpine, 0.1 mg.

UNITENSEN-PHEN® Each tablet contains cryptenamine (tannates) 1.0 mg., phenobarbital, 15 mg. **UNITENSEN®** Each tablet contains cryptenamine (tannates) 2.0 mg.

Clinical supplies available on request.



Meisker IRWIN, NEISLER & CO. Decatur, Illinois

*Cohen, B. M.: The Ambulatory Patient with Hypertension: An Approach to Office Management, presented at the American Medical Association Convention, San Francisco, California, June 22-27, 1958.

Announcing

'ACTIFED'

Decongestant Antihistamine Antihistamine DECONGESTI

provides symptomatic relief of nasal congestion and rhinorrhea of allergic or infectious

Origin Many patients whose symptoms are inadequately controlled by decongestants or antihistamines alone respond promptly and favorably to 'ACTIFED'.

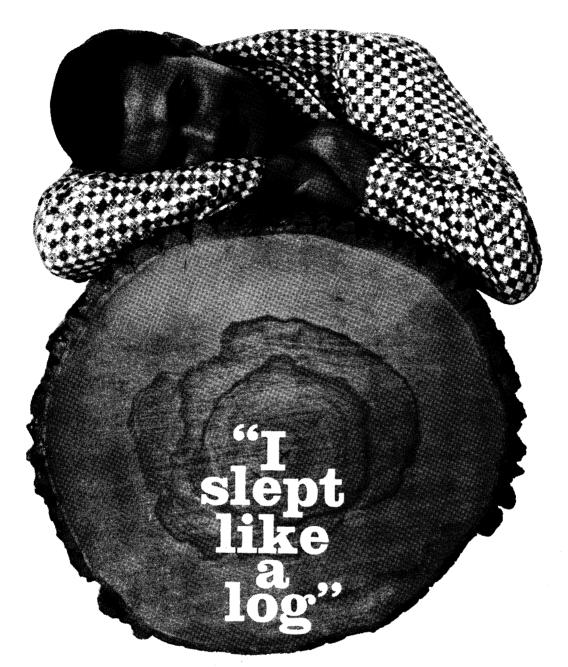
'ACTIFED' contains:	in each Tablet	in each tsp.	
'Actidil' brand Triprolidine Hydrochloride	2.5 mg.	Syrup 1.25 mg.	
'Sudafed' brand Pseudoephedrine Hydrochloride	60 mg.	30 mg.	

safe and effective for patients of all ages suffering from respiratory tract congestion

	DOSAGE		
	TABLETS	SYRUP (5 cc. tsp.)	
Adults and older children	1	2	three
Children 4 months to 6 years of age	1/2	1	times
Infants through 3 months	_	1/2	daily



BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York



new Noludar 300

300 mg CAPSULES

A good night's sleep can be described in many ways, but "natural" comes closest to the kind of sound, refreshing sleep your patients will enjoy when you prescribe new NOLUDAR 300. Prompt action...unsurpassed safety...6 to 8 hours of undisturbed rest...and a cheerful awakening without barbiturate "hangover"—such is the quality of sleep with NOLUDAR.

NOLUDAR®—brand of methyprylon

Safe, non-barbiturate, non-addictive, eminently free of even minor side reactions.

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10, New Jersey



new Noludar 300

Now a Noludar dosage form for every sedative-hypnotic need

When sleeplessness is a real problem

NOLUDAR 300 mg

1 capsule at bedtime

For gentle hypnotic effect

NOLUDAR 200 mg

1 tablet at bedtime

For daytime sedation

NOLUDAR 50 mg

50 to 100 mg three or four times daily

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10, New Jersey

e squeeze of modern diuretics tetes excess fluids — <u>but loss</u> of <u>potassium</u> is <u>unavoidable</u>

It must be replaced.

Use Market State of the Control of t

elixir

(Potassium Gluconate, W-T)

A tablespoonful of KAON Elixir twice daily (30 cc.) supplies the normal daily potassium requirement (38.4 mEq.)—approximately equal to the elemental

potassium in one fifth gallon of orange juice. One teaspoonful (5 cc) = 6.4 mEq. of K in 500 mg. KCl.

WITH ADRENAL CORTICOID THERAPY, KAON IS USEFUL IN PREVENTING POTASSIUM DEPLETION.

References:

W. J. Kolff, "Acute Renal Failure: Causes and Treatment," The Medical Clinics of North America, 30:1052 (July 1955).

Peter Forsham, "Symposium on Adrenal Corticoid Therapy," Metabolism, 7:19 (Jan. 1958).

THE WARREN-TEED PRODUCTS COMPANY

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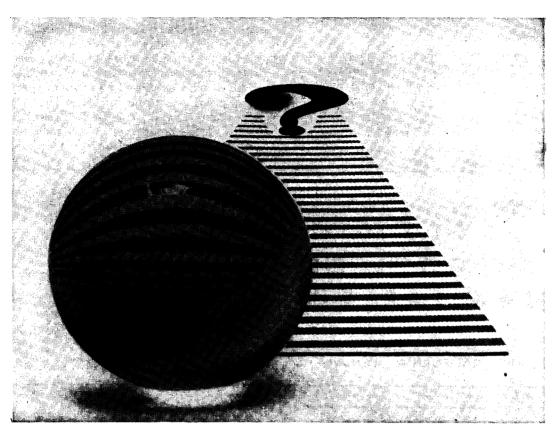
READILY ABSORBED

REMARKABLY WELL TOLERATED

EXTREMELY PALATABLE

AVOIDS
UNCERTAINTIES OF
ENTERIC-COATED
TABLETS AND
DANGERS OF
INTRAVENOUS
POTASSIUM





what lurks beyond the broad spectrum?

"Broad spectrum" has evolved into an especially apt term to describe a growing number of "specialized" antibiotics. These provide the best means of destroying pathogenic bacteria which range all the way from large protozoa through gram-negative and gram-positive bacteria to certain viruses at the far end of the spectrum.

But beyond the spectrum lurk pathogenic fungi. Aggressive infections often require intensive broad spectrum antibiotic attack. It becomes more apparent every day that fungal superinfections may occur during or following a course of such therapy. Long term debilitating disease, diabetes, pregnancy, corticosteroid therapy, and other causes may predispose to such fungal infections. Agreement and the superinfections infections.

to such fungal infections^{1,8,4} as iatrogenic moniliasis. These facts complicate the administration of antibiotics. **Mysteclin-V controls both** — **infection and superinfection.** Mysteclin-V makes a telling assault on bacterial infections and, in addition, prevents the potentially dangerous monilial overgrowth.^{2,5,8} Mysteclin-V is a combination of the phosphate complex of tetracycline — for reliable control of most infections encountered in daily practice — and Mycostatin, the first safe antifungal antibiotic.

Case history after case history marked "recovered" provides clinical evidence of the special merit of this advance in specially designed antibiotics. When you prescribe Mysteclin-V, you provide "broad therapy" with extra protection that extends beyond the spectrum of ordinary antibiotics.

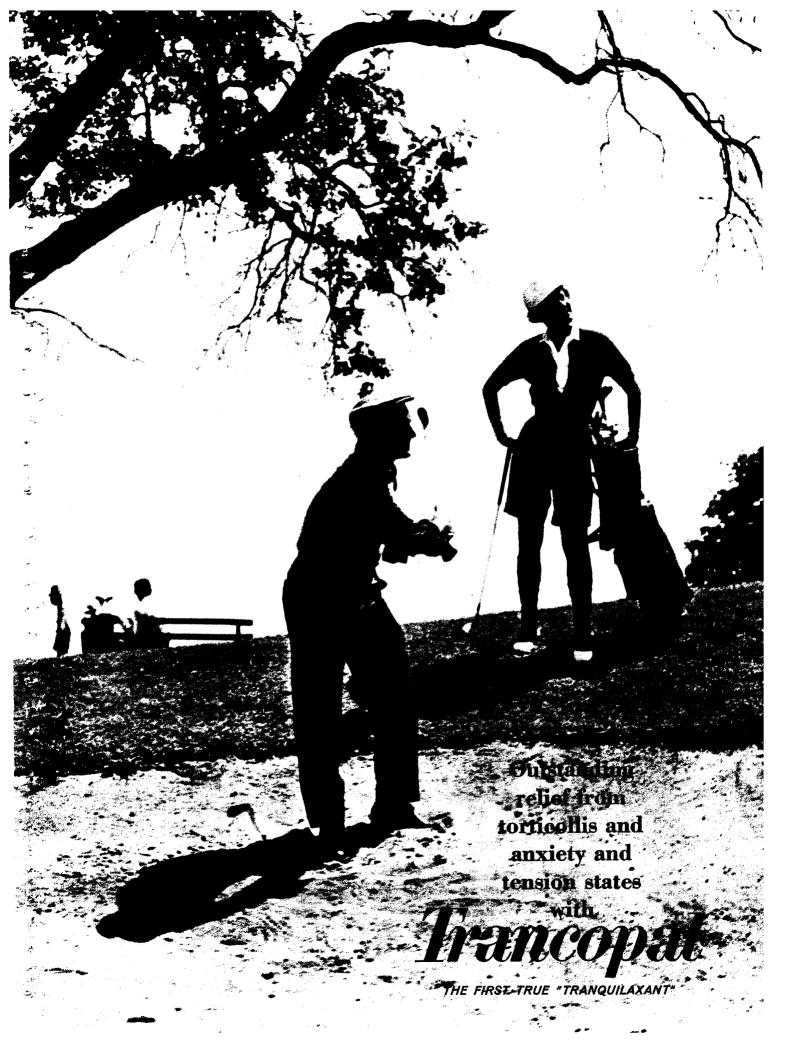
Supplied:	Tetracycline Phosphate Complex equiv. Tetracycline HCl (mg.)	Mycostatin units
Mysteclin-V Capsules (per capsule)	250	
Mysteclin-V Half-Strength Capsules (per capsule)	125	125,000
Mysteclin-V Suspension (per 5 cc.)	125	125,000
Mysteclin-V Pediatric Drops (per cc 20 drop	os) 100	100,000

References: 1. Dowling, H. F.: Postgrad, Med. 23:58. (June) 1958. 2. Climble A. I.; Shes, J. G., and Katz, S. Antiblotics Annual 1955-1956, New York, Medical Encyclopedia Inc., 1956, p. 678. 5. Long, F. B., in Kneeland C. G. L. H. S. L. H. S. S. Long, F. B., in Kneeland C. L. L. H. S. S. L. Antiblotics Annual 1955-1956, New York, Medical Encyclopedia Inc., 1957-1957. Stone, M. L., and Mersheimer, W. L.: Antiblotics Annual 1955-1956, New York, Medical Encyclopedia Inc., 1956-1957. Antiblotic Med. & Clin. Ther. 4:817 (Dec.) 1957. Antiblotic Medical Encyclopedia Inc., 1956-1957. Antiblotic Medical Clin. Ther., 4:817 (Dec.) 1957. Antiblotic Medical Clin. Ther., 4:817 (Dec.) 1957. Antiblotic Med. & Clin. Ther. 5:521 (Aug.) 1958. 8. From, F. Mad Alli, J. H.: Antiblotic Med. & Clin. Ther. 5:529 (Nov.) 1958. 8. From, F. and Alli, J. H.: Antiblotic Med. & Clin. Ther. 5:539 (Nov.)





Squibb Quality the Priceless Ingredien



Here is what you can expect when you prescribe

case profile no. 2840*

A 55-year-old man complained of a painful, very stiff neck on the left side. There was marked muscle spasm that seemed to involve primarily the trapezius muscle. He had a severe headache, with the pain radiating down the left side of the neck to the shoulder. There were no other findings on physical examination and results of routine laboratory tests were normal.

Trancopal was prescribed in a dosage of 200 mg. q.i.d. The first and second dose of Trancopal gave only moderate relief. However, after the third dose, there was marked relief of the stiffness of the neck, as well as the headache and shoulder pain.

After the fourth dose, medication was gradually decreased and was discontinued on the sixth day. One week later, the patient had moderate recurrence of the torticollis, and Trancopal was again prescribed in doses of 200 mg. q.i.d. The patient obtained complete relief in one day and no further treatment was required.





4-

case profile no. 3382*

A 35-year-old woman, a professional model, had an acute, severe attack of anxiety. She was irrational and unable to eat, and was very restless.

Initial medication consisted of aspirin with codeine and later meprobamate. Neither was effective, and the patient's condition became worse. She had to be hospitalized because of the marked anxiety. Trancopal was then prescribed in a dosage of 200 mg. q.i.d., in addition to bed rest.

After the second dose of 200 mg. of Trancopal, the patient became calm and rational, and was able to eat. The dosage of Trancopal was gradually reduced to 100 mg. q.i.d. on the fourth hospital day, after which the patient was discharged and was able to return to her normal occupation.

*Clinical Reports on file at the Department of Medical Research, Winthrop Laboratories.

Turn page for complete listings of Indications and Dosage.

THE FIRST TRUE "TRANQUILAXANT" TRANQUILAXANT"

potent MUSCLE RELAXANT effective TRANQUILIZER

Indications:

Musculoskeletal¹

Neck pain (torticollis, etc.) Low back pain (lumbago, etc.)

Bursitis

Rheumatoid arthritis

Osteoarthritis

Disc syndrome

Fibrositis

Ankle sprain, tennis elbow, etc.

Myositis

Postoperative muscle spasm

Psychogenic¹

Anxiety and tension states

Dysmenorrhea

Premenstrual tension

Asthma

Angina pectoris

Alcoholism

Dosage: Adults, 100 or 200 mg. or ally three or four times daily. Relief of symptoms occurs in fifteen to thirty minutes and lasts from four to six hours. The higher dosage is recommended for the treatment of patients in the acute stages of painful musculospastic conditions, and anxiety and tension states. Children (5 to 12 yrs.), 50 mg. three or four times daily.

Supply:



Trancopal Caplets®

100 mg. (peach colored, scored), bottles of 100.



Trancopal Caplets

200 mg. (green colored, scored), bottles of 100.

"Chlormethazanone [Trancopal] not only relieved painful muscle spasm, but allowed the patients to resume their normal activities with no interference in performance of either manual or intellectual tasks."²

"The effect of this preparation in these cases [skeletal muscle spasm] was excellent and prompt..."3

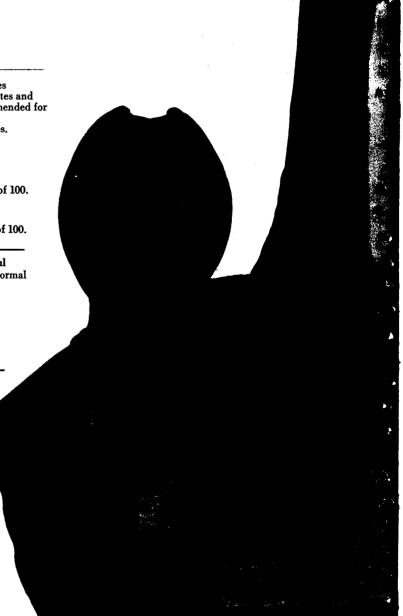
"... Trancopal is a most valuable drug for relieving tension, apprehension and various psychogenic states."4

- Collective Study, Department of Medical Research, Winthrop Laboratories.
- 2. Lichtman, A. L. (N.Y. Polyclinic M. Sch. & Hosp.):
- Kentucky Acad. Gen. Pract. J. 4:28, Oct., 1958.

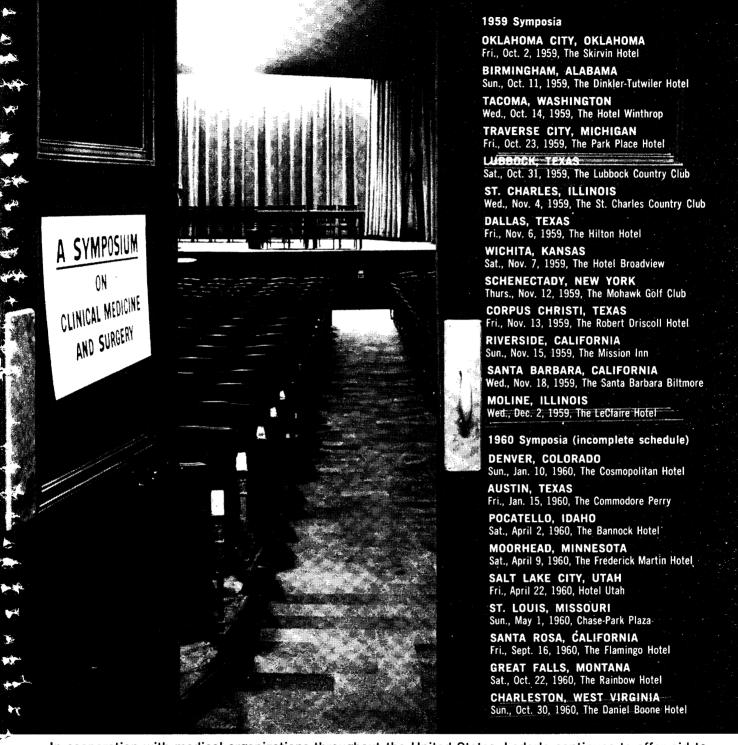
 Mullin, W. G., and Epifano, Leonard (Long Island College Hosp.): Am. Pract. & Digest Treat. To be published.
- Hosp.): Am. Pract. & Digest Treat. To be published.
 4. Ganz, S. E. (New York, N. Y.): J. Indiana M. A. 52:1134, July. 1959.

Winthrop LABORATORIES
New York 18, New York

Trancopal (brand of chlormezanone) and Caplets, trademarks reg. U.S. Pat. Off. Printed in U.S.A. 9-59 (1400M)



Open To All Physicians



In cooperation with medical organizations throughout the United States, Lederle continues to offer aid to post-graduate medical education through its Symposium program. Upon completion of the schedule above the number of Symposia presented will exceed 200 since the first meeting, sponsored by the Knoxville (Tenn.) Academy of Medicine eight years ago. Each meeting presents prominent authorities discussing important advances in clinical medicine and surgery. Activities are also planned for physicians' wives.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York Lederle





ILOSONE® WORKS to assure a more decisive response

When the infection keeps coming back, it may well be that a more decisive antibiotic attack is indicated. In such cases, Ilosone consistently provides a prompt, high level of antibacterial activity in the patient's serum. Ilosone is bactericidal against both streptococci and pneumococci and has been reported particularly effective against staphylococcus infections in the most recent clinical investigation.¹

Usual dosage: For adults and children over fifty pounds, 250 mg. every six hours. For optimal effect, administer on an empty stomach. Ilosone is supplied in Pulvules® of 125 mg. and 250 mg., in bottles of 24 and 100.

1. J.A.M.A., 170:184 (May 9), 1959.

Ilosone® (propionyl erythromycin ester, Lilly)

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U.S.A.

POSTGRADUATE EDUCATION NOTICES

THIS BULLETIN of the dates of postgraduate education programs and the meetings of various medical organizations in California is supplied by the Committee on Postgraduate Activities of the California Medical Association. In order that they may be listed here, please send communications relating to your future medical or surgical programs to: Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES

- Two-Week Rehabilitation Nursing Workshop. Daily, October 19 through 30. Seventy-five hours. Fee: \$25.00.
- Neuropathology. Tuesdays and Thursdays, October 22 through December 10. Sixteen hours. Fee: \$100.00.
- Aviation Medicine. Wednesday, Thursday and Friday, October 28, 29 and 30. Eighteen hours. Fee: \$65.00.
- Photomicrography. Mondays, November 2 through December 7. Twelve hours. Fee: \$30.00 plus \$2.00 for manual.
- Arthritis. Wednesday, November 11. Six hours. Fee: \$20.00.
- Ear, Nose and Throat. Friday and Saturday, November 13 and 14. Twelve hours, Fee: \$60.00.
- Diarrhea. Friday and Saturday, November 20 and 21. Twelve hours. Fee: \$40.00.
- Clinical Hematology. Friday and Saturday, December 4 and 5. Twelve hours, Fee: \$50.00.
- 6th Annual Symposium for X-ray Technicians. Saturday and Sunday, December 5 and 6. Ten and a half hours. Fee: \$15.00, includes Saturday lunch.
- Clinical Traineeships—Anesthesia and Dermatology.

 Dates by arrangement. Minimum period—two weeks.
 Fee: Two weeks, \$150.00; four weeks, \$250.00.
- Special Announcement: A Postgraduate Course in Mexico City, in cooperation with Universidad Nacional Autonoma de Mexico Escuela Nacional de Medicina, Mexico, D. F. Instructional Staff will be drawn from the staff of the U.C.L.A. School of Medicine and the staff of the Universidad Nacional Autonoma de Mexico Escuela Nacional de Medicina. The program will include lectures and presentation of Clinical Cases in: Anesthesiology, Gastroenterology, Dermatology, Cardiology, Pediatrics and General Surgery. Wednesday, February 25 through Saturday, March 5, 1960.
- Contact: Thomas H. Sternberg, M.D., Assistant Dean for Postgraduate Medical Education, U.C.L.A., Los Angeles 24. BRadshaw 2-8911, Ext. 7114.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

- Newer Laboratory Techniques in Clinical Chemistry (Children's Hospital). Tuesday evenings, October 20 through November 17. Fee: \$30.00.
- Psychotherapy in Medical Practice. Wednesdays, October 21 through January 20, 11:00 a.m. to 5:00 p.m. Sixty hours. Fee: \$25.00.

- Use of Laboratory Methods in Office Practice. Thursday through Saturday, November 5 through 7. Twenty hours. Fee: \$50.00.
- 11th Postgraduate Assembly in Endocrinology and Metabolism. Monday through Friday, November 9 through 13. Thirty-five hours. Fee: \$100.00, Residents \$30.00.
- Gonio-Anatomy. Thursday through Saturday, November 12 through 14. Eighteen hours. Fee: \$70.00 (\$50.00 for Thursday and Friday only).
- Adolescents (Children's Hospital). Saturday, November 14. Seven hours. Fee: \$12.50.
- Annual Ophthalmology Conference. Wednesday through Saturday, December 2 through 5. Twenty-four hours *
- Course for Physicians in General Practice. Monday through Friday, March 7 through 11. Thirty-five hours.*
- Fundamental Practices of Radioactivity and the Diagnostic and Therapeutic Uses of Radioisotopes.

 Two or three month course limited to one enrollee per month. Fee: \$350.00.
- Contact: Seymour M. Farber, M.D., Assistant Dean, Department of Continuing Medical Education, University of California Medical Center, San Francisco 22. MOntrose 4-3600, Ext. 665.

STANFORD UNIVERSITY SCHOOL OF MEDICINE

Morning Clinical Conferences, each Monday. Contact:
D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine, 300 Pasteur Drive, Palo Alto.

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

- Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. USC Medical Research Building, Room 211, 2025 Zonal Avenue. Residents and interns of Los Angeles County, and all armed forces medical personnel admitted without fee. Tuition for all other physicians \$30.00. (Each session all-inclusive.)
- Basic Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.
- Advance Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Fifty-two issues: \$85.00. Physicians may register at any time.
- The Doctor and the Family. Friday, October 16. Seven hours. Fee: \$25.00.
- Alumni Homecoming Course. Recent Advances in Medicine. Thursday and Friday, November 5 and 6. Sixteen hours, Fee: \$50.00.
- Advances in the Diagnosis and Treatment in Gastroenterology. Friday through Sunday, January 15 through 17. Twenty-one hours. Fee: \$65.00.
- Bedside Cardiology. Thursdays, February 4 through April 21. Fee: \$65.00.‡

^{*}Fees to be announced. ‡Hours to be announced.

- Dermatology Clinic, One-Day Symposium. Thursday, March 24.8
- Funduscopy in Internal Medicine. Every other Tuesday, April 5 through May 31. Five 2-hour sessions.*
- Ward Walks in Rare Diseases. Thursdays, April 14 through June 16.\$
- Contact: Phil R. Manning, M.D., Associate Dean and Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

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- CLINICAL TRAINEESHIPS available in all clinical departments by arrangement with the Postgraduate Division and the Chairman of the department or departments involved. Eighty hours minimum. Fee: As arranged.
- SPECIAL SKILLS available in the clinical departments, usually with a maximum of two or three students.
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 - Surgical Anatomy: Thorax, Abdomen, Pelvis, January 4 through April 13. 121 hours. Fee: \$125.00. Head and Neck, April 20 through June 1, 63 hours. Fee: \$75.00.
 - Surgical Anatomy: Thorax, Abdomen, Pelvis, January 6 through April 13. Twenty-eight hours. Fee: \$50.00. Head and Neck, April 20 through June 1. Twenty-four hours. Fee: \$35.00.
- ALUMNI POSTGRADUATE CONVENTION, held annually in cooperation with the Alumni Association of the School of Medicine. Refresher Courses, Sunday and Monday, February 28 and 29, at White Memorial Hospital, 1720 Brooklyn Avenue. Six hours each day. Fee: \$20.00 each day. Scientific Assembly, Tuesday through Thursday, March 1 through 3, at the Ambassador Hotel. Twenty-four hours. Fee: \$15.00. Contact: Walter Crawford, executive secretary, 316 N. Bailey Street, Los Angeles 33, Angelus 2-2173.
- TRAUMATOLOGY, a complete review including fractures and dislocations, soft tissue injuries, as well as complications involving the 3 cavities: Calvarium, thorax and abdomen. Limited to 15 candidates. Includes basic sciences, lectures, clinical demonstrations. Monday through Friday, November 9 through 13. Thirty-six hours. Fee: \$100.00.
- TROPICAL PUBLIC HEALTH: Causes, treatment and management of diseases found in the warm climates. For physicians who plan to serve abroad and other ancillary personnel. Monday through Friday, April 1 through May 30. Fee: \$65.
- JOINT MANIPULATION. Monday through Friday, 8:00 to 12:00, dates to be arranged. Twenty hours. Fee: \$75.00.
- For information contact: G. E. Norwood, M.D., assistant dean and chairman, Division of Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-7241, Ext. 214.

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Medical Dates Bulletin

OCTOBER MEETINGS

- PACIFIC COAST OBSTETRICAL AND GYNECOLOGICAL SOCIETY.
 October 21 through 24. St. Francis Hotel, San Francisco. Contact: Donald W. de Carle, M.D., chairman, 2000 Van Ness Avenue, San Francisco.
- St. Jude Hospital Postgraduate Assembly, St. Jude Hospital, Fullerton, October 29 and 30. Contact: B. L. Tesman, M.D., chairman, 1431 Fullerton Rd., Fullerton.

NOVEMBER MEETINGS

- SAN DIEGO COUNTY HOSPITAL 13th Annual Postgraduate Assembly. November 4 and 5, 8:00 a.m., San Diego County Hospital. *Contact:* W. T. Nute, executive secretary, San Diego County Medical Society, 3427 Fourth Ave., San Diego 3.
- SAN DIEGO ACADEMY OF GENERAL PRACTICE. November 12 through 14. Hotel Riviera, Las Vegas, Nevada. Contact: Harold Peterson, M.D., 5950 El Cajon Blvd., San Diego 15.
- Pacific Coast Fertility Society 8th Annual Meeting. November 12 through 15, Las Vegas, Nevada. Contact: Anah Wineberg, M.D., secretary, 3120 Webster Street, Oakland.
- California Sanatorium Association Annual Meeting. November 14, 9:00 a.m., Santa Clara County Hospital, San Jose. Contact: Morton R. Manson, M.D., director, Thoracic Service, Santa Clara County Hospital, San Jose.
- AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLO-GISTS—District VIII Annual Meeting. Each morning, November 15 through 21. Royal Hawaiian Hotel, Honolulu. Contact: Harold K. Marshall, M.D., Secretary-Treasurer, District VIII, A.C.O.G., 202 Professional Building, Glendale.
- AMERICAN COLLEGE OF PHYSICIANS Southern California Region Annual Basic Science Lectureship Dinner. November 20, Biltmore Hotel, Los Angeles. *Contact:* George C. Griffith, M.D., Governor for Southern California, A.C.P., P. O. Box 25, 1200 North State Street, Los Angeles 33.
- AMERICAN ACADEMY FOR CEREBRAL PALSY Annual Meeting, November 30 through December 2, Statler Hotel, Los Angeles. *Contact:* Margaret H. Jones, M.D., local arrangements chairman, associate professor of pediatrics, UCLA School of Medicine, Los Angeles 24.

[§]Fees and hours to be announced.

^{*}Fee to be announced.

DECEMBER MEETINGS

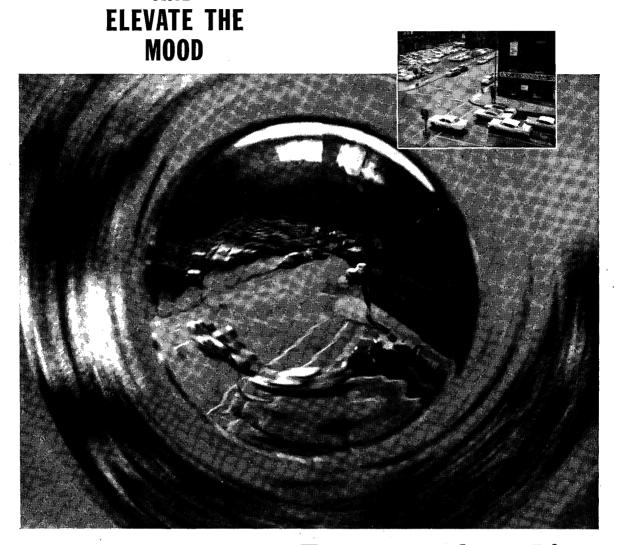
- MEMORIAL HOSPITAL OF LONG BEACH Medical Staff 2nd Annual Scientific Symposium "New Horizons in Medicine," to be held in conjunction with the formal opening of the new 400-bed Memorial Hospital of Long Beach. December 2nd. Contact: George X. Trimble, M.D., director of medical education, Seaside Memorial Hospital, 1401 Chestnut Avenue, Long Beach 13.
- AMERICAN COLLEGE OF CHEST PHYSICIANS Fifth Annual Postgraduate Course on Diseases of the Chest. December 7 through 11. Ambassador Hotel, Los Angeles. Contact: Mr. Murray Kornfeld, Executive Director, 112 East Chestnut St., Chicago 11, Ill.

1960 MEETINGS

- Los Angeles County Heart Association Fourth Annual Midwinter Symposium. January 13, 9:00 a.m. Statler-Hilton Hotel. Contact: Walter S. Graf, M.D., Chairman, Professional Symposium Committee, Los Angeles County Heart Association, 660 So. Western Avenue, Los Angeles 5.
- ORANGE COUNTY HEART ASSOCIATION Annual Symposium on Heart Disease. January 23, 8:30 a.m. to 5:30 p.m. Gourmet Restaurant, Disneyland Hotel, Anaheim. Contact: Howard G. Buswell, Executive Director, P. O. Box 1704, Santa Ana, KImberly 7-5976.
- WESTERN ASSOCIATION OF PHYSICIANS. January 27 through 29. Carmel, California. Contact: Wade Volwiler, M.D., secretary, Department of Medicine, University of Washington, Seattle 5.
- Fresno County Heart Association Central California Eighth Annual Physicians Symposium. January 29, 8:30 a.m. to 5:30 p.m. Elks Club, Kings Canyon Road, Fresno. Contact: Max S. Millar, M.D., Chairman, Professional Services Committee, Fresno County Heart Association, 329 No. Van Ness, Fresno 1.
- AMERICAN COLLEGE OF PHYSICIANS Annual Southern California Regional Meeting. February 6 and 7. Hotel del Coronado, Coronado. Contact: George C. Griffith, M.D., Governor for Southern California, A.C.P., P. O. Box 25, 1200 North State St., Los Angeles 33.
- California Medical Association Annual Meeting, February 21 through 24, Ambassador Hotel, Los Angeles. Contact: John Hunton, executive secretary, 450 Sutter Street, San Francisco 8; or Ed Clancy, director of Public Relations, 2975 Wilshire Blvd., Los Angeles 5.

- SOUTHWESTERN PEDIATRIC SOCIETY Spring Lecture Series, March 1 and 2, Statler Hotel, Los Angeles. *Contact:* Wendell Severy, M.D., program chairman, 11633 San Vicente Blvd., Los Angeles 49.
- SOUTHWESTERN SURGICAL CONCRESS. March 28 through 31, Riviera Hotel, Las Vegas, Nevada. Contact: Miss Mary O'Leary, executive secretary, 1213 Medical Arts Building, Oklahoma City, Oklahoma.
- NEUROSURGICAL SOCIETY OF AMERICA. March 30 through April 2, Del Monte Lodge, Del Monte. Contact: Raymond K. Thompson, M.D., secretary, 803 Cathedral Street, Baltimore 1.
- AMERICAN SOCIETY OF INTERNAL MEDICINE. April 1 through 3. Mark Hopkins Hotel, San Francisco. Contact: Mr. Robert L. Richards, executive director, 350 Post Street, San Francisco 8.
- AMERICAN COLLEGE OF PHYSICIANS Annual Meeting, April 4 through 9. Mark Hopkins and Fairmont Hotels, San Francisco. *Contact:* E. R. Loveland, executive secretary, 4200 Pine Street, Philadelphia 4.
- CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION Annual Convention. April 23 and 24. Claremont Hotel, Berkeley. Contact: Mrs. Anne Reece, President CMAA, 1837 So. Indiana St., Porterville, California.
- HAWAII MEDICAL ASSOCIATION Annual Meeting. April 28 through May 1. Contact: Miss Lee McCaslin, executive secretary, 510 S. Beretania, Honolulu 13.
- PAN AMERICAN MEDICAL ASSOCIATION CONGRESS. May 2 to 11. Mexico City. Contact: Joseph J. Eller, M.D., director general, 745 Fifth Avenue, New York, N. Y.
- NATIONAL TUBERCULOSIS ASSOCIATION—AMERICAN TRU-DEAU SOCIETY Annual Meeting. May 16 through 19. Statler Hilton and Biltmore Hotels, Los Angeles, Contact: Mr. Sherman Asche, general chairman, Annual Meeting Committee, P. O. Box 4037, Santa Barbara.
- AMERICAN COLLEGE OF NUTRITION 1960 Annual Convention. May 20 through 22. Huntington Sheraton Hotel, Pasadena. *Contact:* Donald B. Haynie, executive secretary, 10651 West Pico Blvd., Los Angeles 64.
- California Heart Association Annual Meeting and Scientific Session. May 23 through 25. Claremont Hotel, Berkeley. *Contact:* J. Keith Thwaites, executive director, 1428 Bush Street, San Francisco 9.
- Pan-Pacific Surgical Association 8th Intensive Surgical Congress, embracing all Surgical Specialties. September 28 through October 5. Honolulu, Hawaii. Contact: F. J. Pinkerton, M.D., director general, Suite 230, Alexander Young Building, Honolulu 13.

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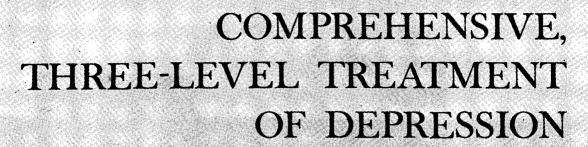
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*Pratt, R. T. C., and McKenzie, W.: Anxiety States Following Vestibular Disorders, Lancet 2:347 (Aug. 16) 1958.

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safely control the "target symptoms" of emotional stress with the smallest effective dosage (0.25 mg. b.i.d.) of any neuroleptic* agent



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the premise

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Now, with Permitti, the physician may prescribe a neuroleptic anti-anxiety agent of extraordinary potency and effectiveness, at unprecedented low dosage, with minimal side effects-features that markedly distinguish this compound from other anti-anxiety agente



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The adjunctive use of PERMITIL by the family physician enables him to provide effective pharmacotherapy for many of the emotional symptoms which constitute a major portion of patient disability in everyday office practice.

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- Behavioral disturbances characterized by anxiety, tension, apprehension and instability, as well as depressive symptoms associated with anxiety states
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References: 1. Freyhan, F. A.: Psychopharmacology Frontiers, Boston, Little, Brown and Co., 1959, p. 7. 2, Ayd, F. J.: The current status of major tranquilizers, in press.



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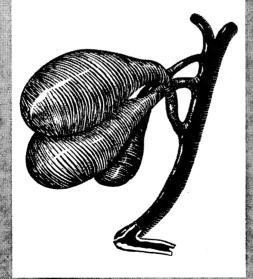
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Source: Skilboe, B.: Am. J. Clin. Path. 30:252, 1958.



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(1) Beckman, H.: Drugs: Their Nature, Action and Use, Philadelphia, W. B. Saunders Company 1958, p. 425. (2) Biliary Tract Diseases, M. Times 85:1081, 1957.



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(Continued from Front Advertising Section, Page 48)

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WONDERFUL AND RARE OPPORTUNITY FOR GENERAL PRACTI-TIONER who desires to relocate in area of San Francisco Peninsula. Exceptionally nice medical building with all conveniences on a commercial lot with ample parking in best neighborhood. Very active general practice established twelve (12) years, and growing daily. Will stay to introduce. Must be ethical, highly capable physician, preferably a member of AAGP. Lease of, or sale of, office. Terms to be arranged. Box 95,035, California Medicine.

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THE HILLVIEW CONVALESCENT HOME (for the care of ambulatory and convalescent patients) with its cheerful atmosphere keeps elderly patients happier. Modern equipment and furnishings; elevator service. Every room with a view; beautiful surroundings; excellent home cooking. Registered and vocational nurses on duty 24 hours. We shall appreciate your referrals. Mrs. George Steffenson, 2000 Castle Road, Sonoma, California. Telephone: WEbster 8-3141.

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FOR LEASE: X-RAY DEPARTMENT. Long established and operating institution, doing now \$160,000 gross per year. Rental \$3,000 per month. Right man could double the volume in this fast growing area. Available only qualified individual. For details, contact Mr. Leon Ballard, 400 North Pomona Avenue, Fullerton, California. LAmbert 5-4753.

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SOUTHERN CALIFORNIA: A complete service available to physicians, including office selection (locations available in all sections of Southern California), office planning (plans drawn to your specifications), color consultation, financial and statistical information. These beneficial services are available without charge. Write for free brochure: Professional Advisory Service, 5410 East Beverly Boulevard, Los Angeles 22, California.

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MEDICAL OFFICE—LEASE OR SALE. Los Angeles area. Growing community. Opportunity—Heart of business district. New open hospital close. Six (6) room office ground floor. Box 95,020, California Medicine.

NOW LEASING—ONE-STORY, MODERN AIR-CONDITIONED MEDI-CAL SUITES, in expanding Southern California community; ample parking, 5 minutes from large open staff hospital. Write: S. J. Oftedal, M.D., 823 North Park Avenue, Pomona, California.

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> The multivitamins your patients can afford to take

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Two tablets, suggested daily dose, contain: YITAMINS: 10,000 USP Units, A. 1000 USP Units, D. 100 mg., C. 5 mg., B., 5 mg., B., 5 mg., B., 10.2 mg., B.; 1 mcg., B.; as IONEX 12*; 30 mg., Nlacin and Niacinamide; 5 mg., d-Calclum Pantathenate; 0.3 i.U., E. Yeast and desiccated liver added as sources of natural vitamin B complex factors.

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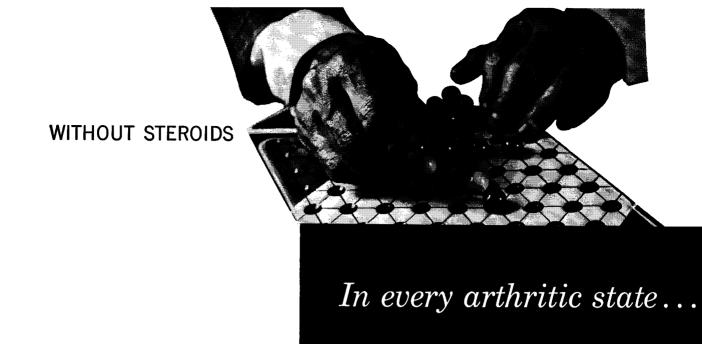
LIQUID

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Pleasant fasting Liquid: Pints. Small white Tablets: bottles of 100 and 250

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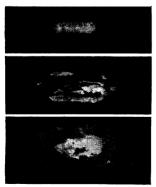
MAINTENANCE THERAPY WITHOUT STEROIDS IS FUNDAMENTAL

Sound, conservative therapy with salicylates has been consistently reaffirmed as basic, long-term maintenance therapy in the arthritides.

Buffered Pabirin provides superior maintenance therapy. It epitomizes fundamental long-term basic therapy since it can be given month after month without serious complications and with minimal problems to patient and doctor alike.

Buffered Pabirin is formulated to provide high and sustained salicylate blood levels. Each tablet consists of an outer layer containing a buffer (aluminum hydroxide), para-aminobenzoic acid, and ascorbic acid; a core of acetylsalicylic acid.

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Photographs show 2-stage Tandem Release disintegration.

Each tablet contains:

All Buffered Pabirin is sodium- and potassium-free.

Dosage: Two or three tablets 3 or 4 times daily.

References: 1. Hart, D.; Bagnall, A. W.; Bunim, J. J., and Polley, F. H.: Ninth International Congress on Rheumatic Diseases, Toronto, Ont. (June 25) 1957. 2. Report of Joint Committee, Medical Research Council & Nuffield Foundation, Treatment of Rheumatoid Arthritis, British Medical Journal (April 13) 1957. 3. Friend, D. G.: New England J. Med. 257:278 (Aug.) 1957.



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for the first few days of life VI-PENTA #1—vitamins K-E-C to protect against hemorrhagic and metabolic disorders in premature and full-term infants.

Each 0.6 cc contains vitamins: K* (analog)—1 mg; E (d1-a-tocopheryl acetate)—5 mg; C—25 mg.

*Synkayvite® Sodium Diphosphate—brand of menadiol sodium diphosphate

for infants and young children VI-PENTA #2—vitamins A-D-C-E to assure optimal development and normal growth during the first few years of life.

Each 0.6 cc contains vitamins: A (synthetic)—5000 U.S.P. units; D₂—1600 U.S.P. units; C—50 mg; E (d1-a-tocopheryl acetate)—2 mg.

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VI-PENTA #3—vitamins A-DC-E plus six essential B-complex factors to meet greater
nutritional demand in the maturing years.

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Just 0.6 cc of each Vi-Penta Drops formula provides generous daily supplementation. May be given directly from the dropper or added to food or beverage.

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For your next patient with allergic swelling, itching or respiratory congestion associated with urticaria, Rx DIMETANE Extentabs® (12 mg.), Tablets (4 mg.), Elixir (2 mg./5 cc.) new DIMETANE-TEN Injectable (10 mg./cc.) or new DIMETANE-100 Injectable (100 mg./cc.). A. H. Robins Co., Inc., Richmond 20, Virginia Ethical Pharmaceuticals of Merit Since 1878

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'EMPIRIN' COMPOUND°

Acetophenetidin .			gr. 21/2
Acetylsalicylic Acid	١.		gr. 31/2
Caffeine			gr. 1/2

'TABLOID'

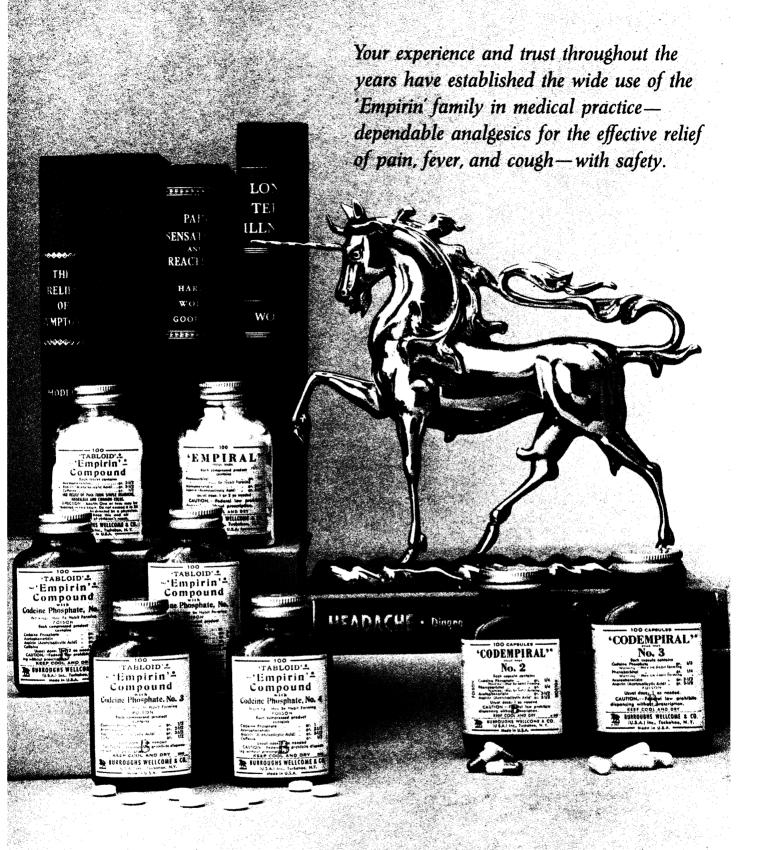
'EMPIRIN' COMPOUND°

WITH

CODEINE PHOSPHATE*

No. 1	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Caceine Phosphate gr. ½
No. 2	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Coderne Phosphate gr. ½
No. 3	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Codeine Phosphate gr. ½
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**	Code in Phosphate gr. 1 *Subject to Federal Narcotic Regulation







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Continuation with oral Cosa-Terramycin every six hours will provide highly effective antibacterial serum and tissue levels for prompt infection control.

The unsurpassed record of clinical effectiveness and safety established for Terramycin is your guide to successful antibiotic therapy.

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100 mg./2 cc. ampules
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Peritrate improves blood flow ...with no significant drop in blood pressure

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Unlike nitroglycerin, Peritrate is a **selective** vasodilator that works almost exclusively on coronary vessels with only minimal peripheral effects. It increases coronary blood supply without significant fall in blood pressure or increase in pulse rate. Prescribe Peritrate 20 mg. q.i.d. for your postcoronary patients.

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Why so many hypertensive patients prefer **Singoserp**:





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It spares them the usual rauwolfia side effects

FOR EXAMPLE: "A clinical study made of syrosingopine [Singoserp] therapy in 77 ambulant patients with essential hypertension demonstrated this agent to be effective in reducing hypertension, although the daily dosage required is higher than that of reserpine. Severe side-effects are infrequent, and this attribute of syrosingopine is its chief advantage over other Rauwolfia preparations. The drug appears useful in the management of patients with essential hypertension."

Almost all side effects relieved when Singoserp was substituted for other rauwolfia derivatives in 24 patients²

Side Effects	Incidence with Prior Rauwolfia Agent	Relieved by Singoserp	Not Relieved*
Depression	11	10	1
Lethargy or fatigue	5	5	0
Nasal congestion	7	7	0
Gastrointestinal disturbances	2	0	2
Conjunctivitis	1	1	0

^{*}Two of the 24 patients had two troublesome side effects.

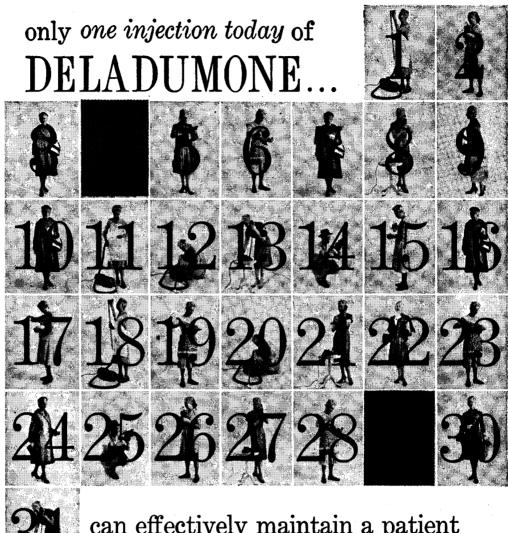


First drug to try in new hypertensive patients

First drug to add in hypertensive patients already on medication

Supplied: Singoserp Tablets, 1 mg. (white, scored); bottles of 100. Samples available on request. Write to CIBA, Box 277, Summit, N. J.

- 1. Herrmann, G. R., Vogelpohl, E. B., Hejtmancik, M. R., and Wright, J C.: J.A.M.A. 169:1609 (April 4) 1959.
- 2. Bartels, C. C. Clinical report to CIBA.



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DELADUMONE

Squibb Testosterone Enanthate and Estradiol Valerate

approximately 4 weeks of effective therapy with only one injection

- minimizes or eliminates unwanted sexual effects
- well tolerated and convenient administration—low viscosity permits easy IM injection with small-gauge needle

DELADUMONE relieves physical, mental and emotional distress in the climacteric and corrects hormonal imbalance and protein loss.

Other indications: prevention of lactation

postpartum breast engorgement osteoporosis in men and women

Dosage: 1 to 2 cc. as a single intramuscular injection, every 3 to 4 weeks, depending

on clinical response.

Supply: Vials of 1 and 5 cc. Each cc. contains

90 mg. testosterone enanthate and

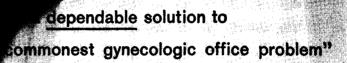
4 mg. estradiol valerate.

for convenient,
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DUMONE TABLETS

Squibb Methyltestosterone and Ethinyl Estradiol Bottles of 100 and 1000 tablets. Each tablet provides 4 mg. methyltestosterone and 0.008 mg. ethinyl estradiol.





VOVAGINITIS, CAUSED BY TRICHOMONAS VAGINALIS, CANDIDA CANS, Haemophilus vaginalis, or other bacteria, is still the morest gynecologic office problem . . . cases of chronic or infection are often extremely difficult to cure." Among 75 with vulvovaginitis caused by one or more of these TRICOFURON IMPROVED cleared symptoms in 70; virte severe, chronic infections which had persisted us therapy with other agents. "Permanent cure by cy and clinical criteria was achieved in 56. . . . "

ICOFURON Improved

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box of 24 suppositories with applicates we practical and economical theraps.

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now-in nasal polyposis¹ effective medical treatment

"The problem of recurring nasal polyposis continues to plague the rhinologist. It also continues to harass the patient whose relief of nasal obstruction following repeated operations is all too brief."²

The pathogenesis of nasal polyposis has been linked to chronic sinusitis,^{3,4} and to respiratory allergy, including asthma.⁵ The TRIAMINIC-HC formula provides rational therapy in relation to this etiology.

The anti-allergic, decongestant action of Triaminic serves to decongest and shrink swollen nasal and paranasal membranes. For many patients, this combination, reaching all the membranes by systemic distribution, is found to be safer and more effective than topical decongestants.^{6,7,8} "This affords opportunity for shrinkage in areas that could not be approached by sprays, drops or actual topical applications."

Corticosteroid therapy, alone and in combination with antibacterial therapy, has

been reported to bring relief in sinusitis¹⁰ and polyposis¹¹, and to have resulted in some degree of regression in as many as 50% of polyposis cases.

The ability of TRIAMINIC-HC to control nasal polyps has been tested in 21 patients.¹ Eleven of these patients had undergone from one to eight polypectomies, with recurrence in each case. Sixteen patients showed positive skin reactions to environmental or plant allergens. In 19 of the 21 (90%) there was definite improvement noted as substantial reduction of obstruction in the nose. No signs of hyperadrenalism were found.

Some patients (about 40%) can be maintained on Triaminic alone after TRIAMINICHC has accomplished its polyp-shrinking effect.¹ The combined effectiveness of TRIAMINICHC is indicated also for symptomatic relief in severe or stubborn cases of allergic rhinitis and pollen asthma.

TRIAMINIC®-HC

Because of the special "timed release" design of TRIAMINIC-HC Tablets, relief is usually obtained with one tablet every 6 to 8 hours. These tablets should be swallowed whole to preserve their timed-release action.

Each TRIAMINIC-HC Tablet provides:		
(in the outer layer)		
TRIAMINIC	.50	mg.
(phenylpropanolamine HCl, 25 mg.; pheniramine maleate, 12.5 mg.; pyrilamine maleate, 12.5 mg.)		
Hydrocortisone	10	mg.
(in the core)		
TRIAMINIC	.50	mg.

Special Note: The 30 mg. of hydrocortisone provided by 3 TRIAMINIC-HC Tablets (usual daily dose) is slightly under the lower limit of therapeutic dosage of hydrocortisone when used alone. Even so, the regular precautions regarding the long-term use of corticosteroids or their sudden withdrawal should be observed.

References: 1. MacLaren, W. R.: Presented at Am. College Allergists, San Francisco, Mar. 18, 1959. 2. Hollender, A. R.: A.M.A. Arch. Otolaryng. 67:515 (May) 1958. 3. Updegraff, T. R.: Med. Times 86:1527 (Dec.) 1958. 4. Evans, M. G.: A.M.A. Arch. Otolaryng. 68:416 (Oct.) 1958. 5. Hansel, F. K.: Clinical Allergy, C. V. Mosby Co., St. Louis, 1953, p. 486. 6. Lhotka, F. M.: Illinois M.J. 112:259 (Dec.) 1957. 7. Fabricant, N. D.: E.E.N.T. Monthly 37:460 (July) 1958. 8. Farmer, D. F.: Clin. Med. 5:1183 (Sept.) 1958. 9. Morrison, L. F.: A.M.A. Arch. Otolaryng. 59:48 (Jan.) 1954. 10. Jones, E. H.: Ann. Allergy 16:521 (Sept.-Oct.) 1958. 11. Harpman, J. A.: E.E.N.T. Monthly 38:41 (Jan.) 1959.

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SUPPOSITORI

OFFER DAY-TO-DAY COMFORT

Evaluating PNS suppositories in 151 patients with hemorrhoids and other benign proctologic disorders. Kety¹ found that ...

"... patients were relieved of pain, discomfort and other symptoms, often for long periods of time, and in most instances they were able to continue their usual occupations while under treatment. This, it should be emphasized again, is one of the very real advantages of this method."1

the comprehensive formula of PNS suppositories provides:

RELIEF OF PAIN

Pontocaine® hydrochloride (10 mg.) -long acting, nonirritating anesthetic

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Neo-Synephrine® hydrochloride (5 mg.) reliable decongestant

PROTECTION AGAINST INFECTION

Sulfamylon® hydrochloride (200 mg.) - potent anti-infective, active against

wide range of organisms

Average dose: 1 suppository rectally after each bowel movement and on retiring.

Supplied: Boxes of 12.

uthrob laboratories, NEW YORK 18, N. Y.

1. Kety, S. S.: A medical regimen for benign rectal disorders, GP 10:75, Nov., 1954.

PNS, Pontocaine (brand of tetracaine), Neo-Synephrine (brand of phenylephrine) and Sulfamylon (brand of mafenide), trademarks reg. U.S. Pat. Off.



Tofranil a thymoleptic brand of imipramine HCI

Specific in Depression

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Produce remission or improvement in 70-85% of cases

Act effectively in all types of depression

Afford equally good results in severe as in mild cases

Achieve therapeutic benefit with minimal risk of serious side reaction

Indications for Tofranil include:

Endogenous Depression, Reactive Depression, Involutional Melancholia, Senile Depression, Depression associated with other Psychiatric Disorders.

Availability: Tofrānil (brand of imipramine HCl) tablets of 25 mg. bottles of 100. Ampuls of 25 mg. (for intramuscular administration only) cartons of 10 and 50.

....not a MAO inhibitor

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Inhibit monoamine oxidase either in brain or liver with its associated risks

Produce dangerous potentiation of other drugs such as barbiturates and alcohol

Act by producing undesirable central nervous stimulation leading to agitation and excitement

Cause disturbance of color vision

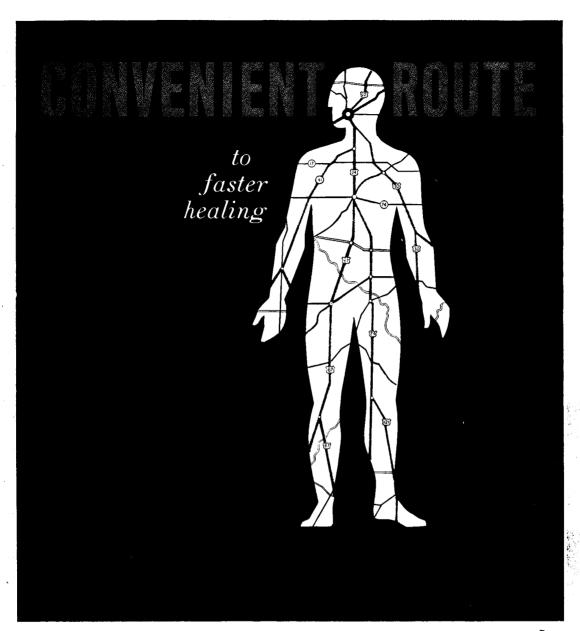
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VITERRA CAPSULES — comprehensive daily supplement. Bottles of 100.



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Each capsule contains:

VITAMINS
A (Palmitate)5,000 U.S.P. Units
D (Irradiated Ergosterol)500 U.S.P. Units
Bn Oral Concentrate (as Stablets®)2 mcg.
B ₁ (Thiamine Mononitrate U.S.P.)3 mg.
B ₂ (Riboflavin U.S.P.)3 mg.
B ₄ (Pyridoxine Hydrochloride U.S.P.)1 mg.
Nicotinamide U.S.P25 mg.
C (Ascorbic Acid)50 mg.
Calcium Pantothenate U.S.P 5 mg.
E (from mixed Tocopherols Concentrate) 3.7 I.U.
MINERALS
Calcium (from Dicalcium Phosphate)38.8 mg.

Cobalt (from Cobalt Sulfate)	0.1 mg
Copper (from Copper Sulfate)	1 mg
Iodine (from Potassium Iodide)	0.15 mg
Iron (from Ferrous Fumarate)	10 mg
Manganese (from Manganese Sulfate)	1 mg
Magnesium (from Magnesium Sulfate)	10 mg
Molybdenum (from Sodium Molybdate)	0.2 mg
Phosphorus (from Dicalcium Phosphate)	30.1 mg
Potassium (from Potassium Sulfate)	5 mg
Zinc (from Zinc Sulfate)	

Viterra Tastitabs: 1 tablet daily, or as directed by the physician. Viterra Tastitabs may be dissolved in the mouth, chewed or swallowed whole, and may also be crushed and mixed with liquids. Each tablet contains vitamin and mineral elements in the following proportions of minimum daily requirements:



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Selectively formulated by one of the major producers of bulk vitamins



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	Infants	Adult
Vitamin A	333%	125%
Vitamin D	250%	250%
Vitamin B1	400%	100%
Vitamin C	500%	167%
Vitamin Ba	400%	100%
Iron	13.3%	10%
Iodine	50%	50%
The minimum da	ily requirements of l	Niacinamide

The minimum daily requirements of Niacinamide, Vitamin B., Pyridoxine, Copper, Magnesium and Potassium have not yet been determined. The need for Calcium Pantothenate, Cobalt, Manganese, Molybdenum and Zine in human nutrition has not been established. Literature available on request.

Vitamin B, (Thiamine Mononitrate)	10 mg
Vitamin B ₂ (Riboflavin)	5 mg
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Vitamin B ₁₂ U.S.P	5 mcs
Niacinamide U.S.P.	
Vitamin C (Ascorbic Acid)	
Calcium Pantothenate	
Calcium (from Dicalcium Phosphate)	.103.7 ma
Cobalt (from Cobaltous Sulfate)	0.1 ma
Copper (from Cupric Sulfate)	1.0 ma
Iodine (from Potassium Iodide)	0.15 ma
Iron (from Ferrous Sulfate)	
Magnesium (from Magnesium Sulfate).	6.0 mg
Manganese (from Manganous Sulfate)	1.0 ma
Molybdenum (from Sodium Molybdate).	
Phosphorus (from Dicalcium Phosphate)	
Potassium (from Potassium Sulfate)	
Zinc (from Zinc Sulfate)	

ISOLYTE contains in each 100 cc: Sodium Acetate N.F. 0.64 Gm.*; Sodium Chloride U.S.P. 0.5 Gm.; Potassium Chloride U.S.P. 0.075 Gm.; Sodium Citrate U.S.P. 0.075 Gm.*; Calcium Chloride U.S.P. 0.035 Gm.; Magnesium Chloride Hexahydrate 0.031 Gm.

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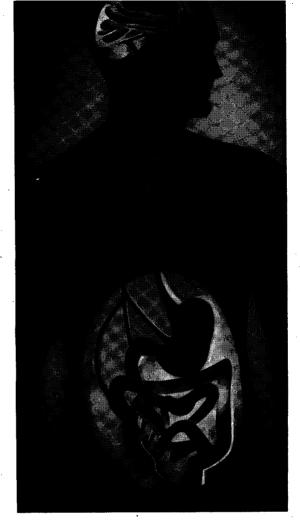
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KEEPS THE MIND OFF THE STOMACH ...THE STOMACH FREE OF PAIN



direct antispasmodic action plus control of anxiety and tension

NOW... 2 Milpath forms for adjustability of dosage MILPATH-400 — Yellow, scored tablets of 400 mg. meprobamate and 25 mg. tridihexethyl chloride (formerly supplied as the iodide). Bottle of 50. DOSAGE: 1 tablet t.i.d. at mealtime and 2 at bedtime.

MILPATH-200—Yellow, coated tablets of 200 mg. meprobamate and 25 mg. tridihexethyl chloride. Bottle of 50.

DOSAGE: 1 or 2 tablets t.i.d. at mealtime and 2 at bedtime.

Milpath

*Miltown + anticholinergic

WALLACE LABORATORIES New Brunswick, N. J.



tooth eruption without family disruption

eral Corilin*

INFANT LIQUID

relieves discomfort and fretfulness of teething

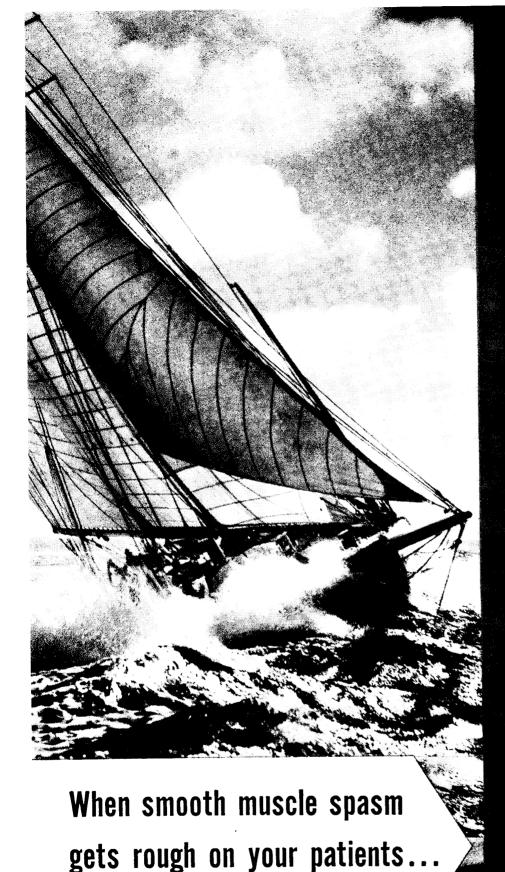
CORILIN also offers simplified dropper-administered management for cold symptoms, postinoculation reactions, pruritic conditions

Tasty and acceptable to babies, each cc. of raspberry-flavored CORILIN contains 0.75 mg. CHLOR-TRIMETON® Maleate (chlorprophenpyridamine maleate), 80 mg. sodium salicylate and 25 mg. glycine. Available in 30 cc. bottle with calibrated plastic dropper.



SCHERING CORPORATION · BLOOMFIELD, NEW JERSEY

5.296



oil oil troubled waters

TABLETS - CAPSULES - ELIXIR - EXTENTABS®

In each Tablet,
Capsule or tsp.
(5 cc.) of Elixir

Hyoscyamine sulfate
0.1037 mg.

Atropine sulfate
0.0194 mg.

O.0582 mg.

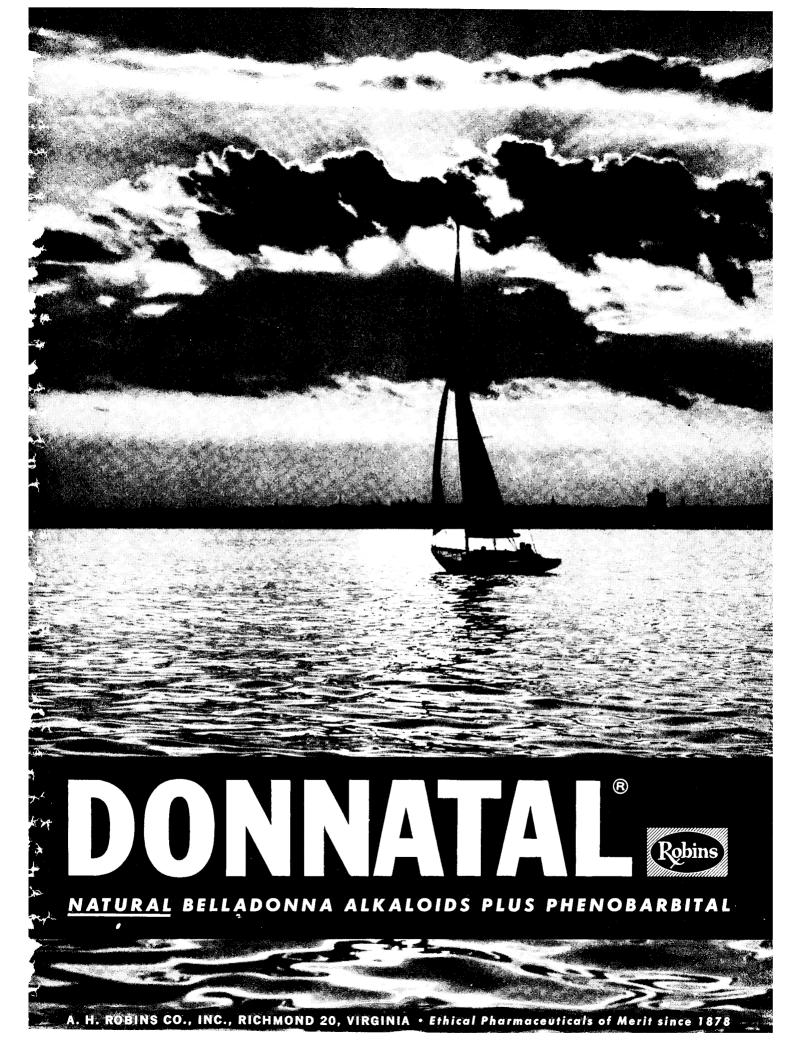
Hyoscine hydrobromide
0.0065 mg.

O.0195 mg.

Phenobarbital
(1/4 gr.) 16.2 mg.

(3/4 gr.) 48.6 mg)

Prescribed by more physicians than any other antispasmodic

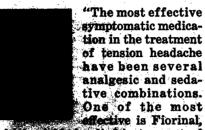


QUESTION:

What have authorities reported as to the efficacy of Fiorinal in tension headache?

ANSWERS:

From the published reports of leading clinicians.



which risided relief in two out of three patients." (Friedman, A. P., von Storch, T. J. C. and Merritt, H. H.: Neurology 4:778, Oct. 1954.)

"In the treatment of tension headsches... [Fiorinal's non-narcotic action] offers a better opportunity for relief than some usually prescribed non-narcotic analges-



ics." (Weisman, S. J.: Am. Pract. & Digest. Treat. 6:1019, July 1955.)

"Fiorinal appears to be one of the most useful preparations to date for the relief of tension headaches.

Easing of the head discomfort was accomplished by one or two

tablets without any unpleasant side effects such as drowsiness or gastric upsets. In many cases Fiorinal appeared to temporarily relieve the discomfort from sinus trouble or acute respiratory infections." (Kibbe, M. H.: Dis. Nerv. System 16:77, March 1955.)

specific therapy
for
tension
headache

Fiorinal^{*}

relieves pain, muscle spasm, nervous tension rapid action • non-narcotic • economical

FIORINAL TABLETS

Each tablet contains: Sandoptal (Allylbarbituric acid N.F.X) 50 mg. (% gr.), caffeine 40 mg. (% gr.), acetylsalicylic acid 200 mg. (3 gr.), acetophenetidin 130 mg. (2 gr.).

Dosage: 1 or 2 tablets every 4 hours, according to need, up to 6 per day.





"Doctor, I get so mad at everyone when I diet."

'Dexamyl' Spansule capsules provide single-dose daylong appetite control and an often remarkable mood improvement. A feeling of serene optimism frequently replaces the tension and irritability so characteristic of the dieting patient.

When your overweight patient is listless and lethargic, 'Dexedrine' Spansule capsules will, in addition to curbing appetite, provide gentle stimulation.

DEXAMYL* SPANSULE†

for most overweight patients

Each 'Dexamyl' Spansule sustained release capsule (No. 2) contains 'Dexedrine' (dextroamphetamine sulfate, S.K.F.), 15 mg., and amobarbital, 1½ gr. Each 'Dexamyl' Spansule capsule (No. 1) contains 'Dexedrine', 10 mg., and amobarbital, 1 gr.

In listless and lethargic overweight patients—DEXEDRINE* SPANSULE†

Each 'Dexedrine' Spansule sustained release capsule contains dextro-amphetamine sulfate, S.K.F., 5 mg., 10 mg., or 15 mg.



SMITH KLINE & FRENCH LABORATORIES

*T.M. Reg. U.S. Pat. Off. †T.M. Reg. U.S. Pat. Off. for sustained release capsules, S.K.F.



drowsiness (other side effects) rare...relief prompt...toxicity low

Investigators cite this new antihistamine's lack of side effects, its speed of action and its excellent tolerance. Nineteen investigators have treated over 800 patients with ALLERCUR. In 297 recent cases, 91% were side-effect-free. ALLERCUR is supplied in bottles of 100 scored tablets, each containing 20 mg. Clemizole HCl. Average dose is 2 to 4 tablets daily.

when allergies occur RALLERCUR*

(Clemizale HCI)

New York 17, New York • Division, Chas. Pfizer & Co., Inc. • Science for the World's Well-Being

*Trademark Bibliography available on request.

Now—All cold symptoms can be controlled



Controls congestion with Triaminic, 1,2,8 the leading oral nasal decongestant.

Controls aches and fever with well-tolerated APAP, non-addictive analystic and excellent antipyretic. 5

Each TUSSAGESIC Tablet provides:

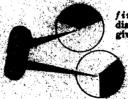
TRIAMINIC®	50 mg
(phenylpropanolamine	
pheniramine maleate	
pyrilamine maleate	12.5 mg.)
Dormethan	
(brand of dextromethor	phan HBr) 80 mg
Terpin hydrate	
APAP (N-acetyl-p-aminop	henol)
Defendance Thomas To M	The second
References: 1. Lhotka, F. M	. F. R. N. T. Manufile 27:460

References: 1. Lhotka, F. M.: Illinois M. J. 1333389 (Dec.) 1957. 2. Fabricant, N.D.: E.E.N.T. Monthly 27:466 (July) 1958. 3. Farmer, D. F.; Clip. Med. 5:138 (Sept.) 1958. 4. Bonies, J. J.: in Drugs of Choice, Monby, St. Louis, 1958, p. 272. 5. Dascomb, H. E.: is Current Therapy, Saunders, Phila., 1958, p.78. 6. Bickerman, H. A.: in Drugs of Choice, Monby, St. Louis, 1958, p.347.

Controls cough centrally with non-narcotic Dormethan, possessing "amply demonstrated" antitussive activity, as effective as codeine.

Liquefies tenacious mucus with terpin hydrate, classic expectorant.

Prompt and prolonged relief because of this special "timed release" design:



first — the outer layer dissolves within minutes to give 3 to 4 hours of relief

then—the inner core releases its ingredients to sustain relief for 3 to 4 more hours

Desigs: One tablet in the morning, midafternoon and at bedtime. Pediatric desage chart for Tussagesic Suspension available on request.

TUSSAGESIC SUSPENSION provides palatability and convenience which make it especially attractive to children and other patients who prefer liquid medication.

SMITH-DORSEY · a division of The Wander Company · Lincoln, Nebraska

relieve the tension—and control its G.I. sequelae



...Pathibamate

for relieving tension and curbing hypermotility and excessive secretion in G.I. disorders

PATHIBAMATE combines two highly effective and well-tolerated therapeutic agents:

meprobamate (400 mg. or 200 mg.) — a tranquilizer and muscle-relaxant widely accepted for the effective management of tension and anxiety PATHILON (25 mg.)—ananticholinergic long noted for producing prompt symptomatic relief through peripheral, atropine-like action, yet with few side effects

now available...

PATHIBAMATE-200 Tablets

200 mg. meprobamate · 25 mg. PATHILON

for more flexible control of G. I. trauma and tension smooth, sugar-coated, easy-to-swallow

PATHIBAMATE-400 and PATHIBAMATE-200 are indicated for duodenal ulcer; gastric ulcer; intestinal colic; spastic and irritable colon; ileitis; esophageal spasm; anxiety neurosis with gastrointestinal symptoms and gastric hypermotility.

Supplied: PATHIBAMATE-400 - Each tablet (yellow, 1/2-scored) contains

meprobamate, 400 mg.; PATHILON tridihexethyl chloride, 25 mg. PATHIBAMATE-200 — Each tablet (yellow, coated) contains meprobamate, 200 mg.; PATHILON tridihexethyl chloride, 25 mg.

Administration and Dosage: PATHIBAMATE-400-1 tablet three times a day at mealtime and

2 tablets at bedtime.

PATHIBAMATE-200-1 or 2 tablets three times a day at mealtime

and 2 tablets at bedtime.

Adjust dosage to patient response.

 $\textbf{Contraindications:} \ \ \mathsf{glaucoma;} \ \ \mathsf{pyloric} \ \ \mathsf{obstruction,} \ \mathsf{and} \ \ \mathsf{obstruction} \ \ \mathsf{of} \ \ \mathsf{the} \ \ \mathsf{urinary} \ \ \mathsf{bladder}$

neck.





AN ELECTROCARDIOGRAPH for maximum usefulness in your office examining room... and an electrocardiograph that you can easily take with you on any call—are the reasons Sanborn Company developed the 100 Viso and 300 Visette ECG's.

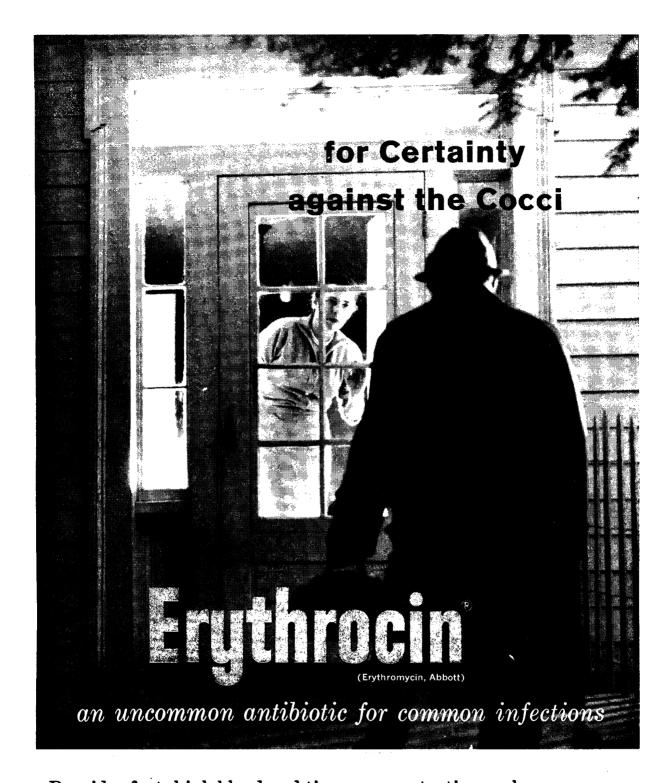
Both produce permanent, easily interpreted, diagnostically accurate electrocardiograms. Both are simple to operate . . . and both will give stable, trouble-free operation year after year. But there are also these important differences: in the 18-pound Visette, every practical means is used to achieve the combination of extremely light weight, brief case size and "traveling" ruggedness. In the new 100 Viso for office use, where instrument portability is not a prime requirement, the design includes such additional features as two recording speeds, three recording sensitivities, provision for recording other waveforms, and visual monitoring by an external oscilloscope.

Each of these companion 'cardiographs has individual emphasis in terms of *portability* and *versatility*. But both equally reflect the best principles of modern diagnostic instrument design.

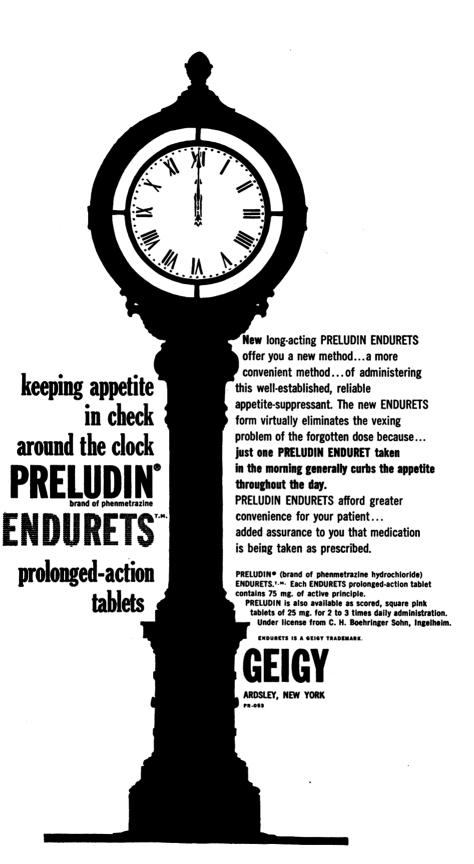
SANBORN COMPANY MEDICAL DIVISION

Model 300 Visette, 625 dollars. Model 100 Viso, 850 dollars. Delivered prices, continental U. S. A.

GLENDALE Branch Office 203 So. Verdugo Rd., Chapman 5-6761 and 5-6762 SAN FRANCISCO Branch Office 2310 Irving St., Lombard 4-1900 SAN DIEGO Resident Representative 2800 University Ave., Cypress 6-4735



Provides fast, high blood and tissue concentrations—plus an unparalleled safety record. Erythrocin is available in easy-to-swallow Filmtabs* (100 and 250 mg.); in tasty, citrus-flavored Oral Suspension (200 mg. per 5-cc. teaspoonful); and for intravenous and intramuscular use.





in the adjustment of School-Age Problem Children

when intelligence is masked by behavior problems, in the absence of organic cause

- Improves scholastic performance...
- Lengthens attention span...
- Improves social adaptability...
- Decreases irritability

Dosage

75 mg. (3 tablets) in the morning is the recommended starting dose. After two weeks, or whenever satisfactory improvement has occurred, a reduced dose may maintain this improvement in some cases; however, optimal response has been reported in most children on maintenance doses ranging from 75 mg. (3 tablets) to 150 mg. (6 tablets) per day.

Contraindications

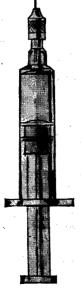
'Deaner' therapy is contraindicated only in grand mal epilepsy and in mixed epilepsy with a grand mal component.

Deaner may be given with safety to patients with previous or current liver disease, kidney disease, or infectious diseases.





TWO CUTTER SPECIFICS TO MEET YOUR NEEDS



specific

for whopping cough prophylaxis or treatment

Hypertussis

Pertussis immune globulin derived from human venous blood

- highly purified globulin fraction of venous blood from healthy professional donors hyperimmunized with Cutter Phase I Pertussis Vaccine
- as reaction-free as gamma globulin derived from human venous blood
- small dosage volume lessens tissue distention
- highly concentrated—1½ cc. contains the gamma globulin equivalent of 25 cc. human hyperimmune serum
- eno reconstitution required, ready for immediate use

specific

for immunization of adolescents and adults

Adult Dip-Tet* Alhydrox*

Diphtheria-Tetanus Toxoid Combination

- significant, measurable immune response
- booster shots for adolescents and adults with less risk of excessive reactivity
- primary immunization from 8 to 80 with far fewer serious reactions
- high purification of both components reduces reactivity
- adsorption on Alhydrox [Al (OH)₈] retards absorption rate, minimizes reactions

*тм

1. Edsall, G.; Altman, J., S., and Gaspar, A. J.: Am. J. Pub. Health, 44: 1537, 1954.

For complete information on these two Cutter specifics see PDR page 622, ask your Cutter man or write to Dept. 9-5 K.



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